ADAMS COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

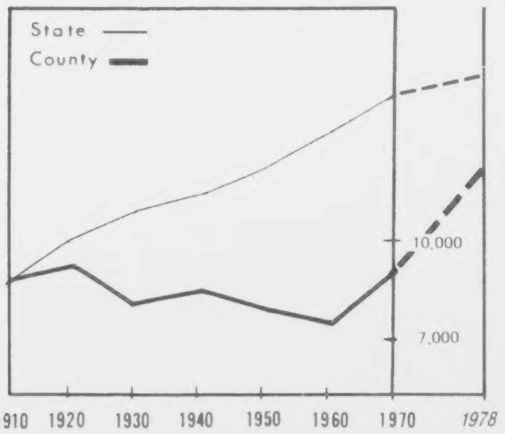
ADAMS

The turnaround since 1960 in this mostly flat, sandy area, with scrub oak and jack pine woodlands, has been little short of miraculous. The county is growing rapidly. Factors that explain some part of this are the man-made reservoirs created by dams on the Wisconsin River and on some minor tributaries, the discovery that (with supplemental irrigation) the land produced vegetable crops, and the new federal correctional institution.

POPULATION

1978 population [a]	12,056	% of state	0.26
1970 population [b]	9,234	% of state	0.21
1970-78 change (%)	30.6	State change	5.3 %
Net migration, 1960-70	1,510 in-		
Density, 1978	17.8 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	1,620	1,527	35	37	33	34
18-44	1,177	1,229	25	33	27	34
45-64	1,077	1,092	23	20	24	20
65 & over	790	722	17	10	16	12
Total	4,664	4,570	100 %		100 %	

Median age 34.7; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,930; State $ 10,068

Income Groups:	County %	State %
Under $4,000	28	13
$10,000 & over	26	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 53,123; % of state 0.17

Per capita $ 4,545; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 7,414
Govn't: federal, civilian	$ 4,885
Manufacturing	$ 4,067

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	2,118	$ 151	182
Major Groups:			
Construction	74	$ 175	18
Manufacturing	400	$ 220	15
Transp., Util.	110	$ 163	7
Wholesale trade	40	$ 190	6
Retail trade	460	$ 96	69
Finance, Ins., etc.	47	$ 140	8
Services	394	$ 148	35
Government	593	$ 146	24

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	527	491	13.8	4.9
Nonfarm Proprietors	249	320	9.0	6.2
Wage & Salary Employment (major groups):				
Farm	199	311	8.7	2.1
Construction	W	W	—	3.4
Manufacturing	261	313	8.8	24.9
Transp., Util.	W	W	—	3.9
Wholesale trade	1	37	1.0	4.1
Retail trade	230	376	10.6	14.8
Finance, Ins., etc.	29	52	1.5	3.8
Services	W	W	—	15.9
Government	627	958	26.9	15.5
Total (Employment)	2,638	3,561	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	440	127,000
1977	450	127,900

% of land in farms, 1978	30	State 54%
Avg. size of farms, 1978	289 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	123 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 471	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 32,380	State avg. $ 32,493
Total ($1,000's)	$ 14,571	% of state 0.5

Major Groups	($1,000's)	% of State
Dairy products	$ 3,277	0.2
Meat animals	$ 1,509	0.3
Poultry & eggs	$ 362	0.3
Field crops	$ 1,539	0.5
All vegetables	$ 7,508	4.1
Specialty crops	$ 340	0.3

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 252,900

% of land area 61 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		1,515
Other softwoods	37,896	70,533	1
Oak	39,705	95,960	1,307
Maple (hard)	3,112	8,737	37
Aspen	21,757	15,048	206
Other hardwoods	24,672	44,124	222

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand and gravel

Value of product	$ 74,000	% of state	0.05

Employment covered by U.C., 1977 (an avg.) [l]

County	0	State	2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*.

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		110	1972	116
Sales ($1,000's):	1977	$ 20,113	% of state	0.13
	1972	$ 16,050	% of state	0.17
Sales per capita, 1977: Co.		$ 1,673	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 2,036	0.21
Gen. merchandise	$ W	—
Foods	$ W	—
Automotive	$ W	—
Gas stations	$ W	—
Apparel	$ W	—
Furnit., house equip.	$ 645	0.09
Eating & drinking places	$ 2,711	0.18
Drug stores	$ W	—
Miscellaneous	$ 2,221	0.13

WHOLESALE TRADE

No. of establishments:	1977	5	1972	10
Sales ($1,000's):	1977	$ W	% of state	—
	1972	$ 2,107	% of state	0.02

SERVICE INDUSTRIES

No. of establishments: 1977		78		
Total receipts, 1977 ($1,000's)		$ 1,817	% of state	0.08
Hotel, motels, recreation camps				
No. of establishments:	1977	19	1972	16
Receipts: ($1,000's)	1977	$ 588	% of state	0.21
	1972	$ 320	% of state	0.19
Amusements, recreation services				
No. of establishments:	1977	6	1972	8
Receipts: ($1,000's)	1977	$ 355	% of state	0.13
	1972	$ 367	% of state	0.21

[m] U.S., Bureau of the Census

ADAMS COUNTY - A DESCRIPTION

The most interesting fact about this county is that, contrary to all expectations, the population has increased substantially in recent years. The change started sometime in the sixties. All, or practically all, of the growth has come from in-migration. (Deaths equaled or maybe exceeded births during the last 10-15 years.) Until the 1980 census is tabulated one cannot give a comprehensive picture of the socio-economic characteristics, including ages, of those who have moved into the county. Many are said to be retirees from the cities, but young families are also included.

Adams county lies a little south of the central part of Wisconsin. The southern boundary is about 75 airline miles north of the Wisconsin-Illinois boundary. The county's western border is formed by the Wisconsin River.

The greater part of Adams County consists of sandy flats and marshes. The skyline is broken by isolated knobs and by castellated hills and ridges resembling the buttes and mesas of the western United States. A belt of morainic hills extends across the southeastern section of the county. Erosion of the weak Cambrian sandstone bedrock was responsible for the creation of the plain. A glacial lake covered a large area of central Wisconsin during the glacial age, and outwash between the moraine and the edge of the lake caused more leveling.

It is believed that lumbermen first entered this area after the War of 1812, although this was never one of the great Wisconsin lumbering counties. Lumbermen and suppliers passed through on their way to the more valuable pineries (white, red) to the north. The county was organized in 1848. Only 187 persons were living in the county in 1850, and the area at that time included what is now Juneau County. However, settlers flocked in during the 1850's, and in 1860, despite a reduction of the county to its present boundaries, the population reached nearly 6,500, and a first peak of 9,287 in 1920. The 1970 figure (9,234) almost matched the 1920 count. Now the county is much more populous.

During the 1960-70 decade, population increased by 22 percent. Many people moved into mobile homes. Dwelling units (other than mobile homes) have been built in significant numbers. Workers at the federal correctional institution probably built many of them. The number of persons per square mile is low. This reflects the fact that less than one-third of the land is in farms.

Population characteristics differ markedly from the state pattern: Adams County has fewer young people and more older people. The median age (half the people older, half the people younger) was 34.7 years in 1970, compared with 27.2 years for the state as a whole.

Income per family trails the state average by a wide margin, but it measures up fairly well with several other rural counties. The county has a relatively high number of households in the lower income brackets. With .26 percent of the state's population, the county had .17 percent of the state's personal income in 1977.

While 690 Adams County residents had manufacturing jobs in 1970, the greater portion of these residents were then commuting to jobs in other counties—especially Wood. The number of manufacturing jobs *in the county* reached to about 400 in September 1978—a sizable increase in recent years. Farming, although the number of persons engaged has declined greatly over the years, still is a major provider of jobs. From the viewpoint of people working *within* the county, 13.8 percent were farmers and 9 percent were farm workers in 1977.

After a few decades of decline in farm numbers and land in farms, the shrinkage appears now to be halted. Sales per farm in 1977 equaled the state average, which represents a noticeable improvement. Dairying is of declining importance. Millions of dollars have been invested to develop land for vegetable production, using modern irrigation equipment. The county ranked third in potato production in 1977. Snap beans acreage is also substantial. Irrigated land in farms increased from 943 acres in 1959 to 11,013 in 1974. This seems to be stabilizing.

Extensive reforestation of abandoned farm land, as well as natural reproduction, have brought the percentage of land area in woodlands to about 60 percent. Some second-growth land is being cleared for vegetable farming. The forest resource base consists mainly of jack pine and miscellaneous oaks. Sand and gravel are the only minerals produced.

Retail sales figures are rather low. With .26 percent of the state's population, the county has .13 percent of the state's total retail sales. Per capita sales in 1977 were only $1,673 compared with $3,226 for the state. The county's share of service industry receipts is also very small.

Manufacutring units are small, and the county's share of the state's industrial production is meager. Yet, there has been a gain in factory jobs, despite the large fluctuations from year to year.

One factor in the current population growth would be the relatively new Federal Correctional Institution north of Brooks. About 250 jobs are involved. Already the wages of Federal civilian employees are a major source of personal income.

The principal north-south road is State Highway 13, and the main east-west road, State Highway 21. Rail service is provided by the Chicago & North Western, whose Milwaukee-Twin Cities main line crosses the county. Scheduled flights are available at Wisconsin Rapids or Madison.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	12	12
Employees (1,000's)	NA	.2	.1
% of state	NA	0.04	0.02
Total payroll ($ millions)	$ NA	$ 1.0	$ .3
% of state	NA	0.02	0.01
Avg. earnings/hr., prod. workers	$ NA	$ 2.67	$ .50
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 2.2	$ .7
% of state	NA	0.02	0.01
New mfg. capital expenditures ($ millions)	$ NA	$ .1	$ NA
% of state	NA	0.02	NA
Value of shipments ($ millions)	$ NA	$ 5.9	$ 1.5
% of state	NA	0.03	0.01

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	1	1	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	5	2	0	0	0
Paper, paper prods.	0	0	0	1	0
Chemicals, petrol., rubber & plastics	1	0	0	0	0
Metalworking, mach., transport. equip.	3	0	0	0	0
Printing & publishing	1	0	0	0	0
All other types	0	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 28 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Consolidated Papers, Inc.	Adams	Corrugated shipping containers	150-199
Metalfab, Inc.	Friendship	Fabricated metal products	60-69
Townsend Co.	Adams	Wood pallets, hardwood lumber	50-59
Iberis International Co.	Adams	Plastics products	40-49
Grande Cheese Co.	Friendship	Cheese	30-39
Terrace Homes	Adams	Mobile homes	20-29
Larry Challoner	Friendship	Logging	10-19
Ashworth Sawmill Inc.	Adams	Sawmill products	10-19
Times Report Printing	Adams	Newspaper, printing	0-9
Castle Rock Industries	Adams	Structural metal products	0-9

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Federal Correctional Institute	Brooks	Correctional institution	250-299
Adams County Hospital	Friendship	Hospital	150-199
Villa Pines Nursing Center	Friendship	Nursing home	80-99
Adams-Marquette Electric Coop.	Friendship	Utility	80-99
Badgerland Fertilizer	Grand Marsh	Farm supplies	40-59

MANUFACTURING — ANALYSIS

Adams is one of several small, rural counties that over the years often experienced sharp ups and downs in factory jobs. A plant closing was about as common as a new plant. The last decade or so has witnessed a basically favorable growth. The latest report available (March 1979) shows 408 factory jobs. The high before the 1974-5 recession was about 350 — this being way above earlier counts. The corrugated shipping containers plant has been the main factor in this growth, but there are several relatively new smaller plants. These are not dependent on local materials, but seem to be labor oriented.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 5,043	% of state	0.34
Per capita [r]	$ 420	State avg.	$ 320
Full value rate [s]	$ 16.76	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 309	% of state	0.42
Per capita [r]	$ 25,706	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,395	% of state	0.07

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,638	0.15
Corporate income	$ 461	0.17
Sales and use	$ 1,521	0.22

State Shared Taxes	($1,000's)	% of state
Total	$ 644	0.21
State Aids		
Payment to school districts	$ 1,748	0.28
Health & social services (co. govt. only)	$ 1,061	0.25
Transportation	$ 1,003	0.83

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Friendship, vil.	641	819	27.8
Adams, city	1,440	1,516	5.3

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

1975-78	847	% of state	0.62

Valuation per unit, 1978:

$ 33,622	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 25,354	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	63	6,097	0.17
Manufacturing	5	1,178	0.12
Commercial	23	1,343	0.17
Amusement & recreation	3	360	0.30
Hotels, motels, etc.	3	185	0.37

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 438,680; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 2,883; Total number of lakes 50; Lakes with public access 17

Total public land designated for recreation use 7,614 acres: Federal- 0 acres; State- 6,725 acres; County- 0 acres; Other public areas [y] 889 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 22; Canoe pick-up services 5

Swimming [z] 11 areas

Fishing: Sample of fish caught— walleye, northern, panfish, bass, trout.

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 1,339 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 64 miles

Downhill skiing [z] 1 areas, 7 runs

Cross country skiing [z] 2 areas, 8.8 miles

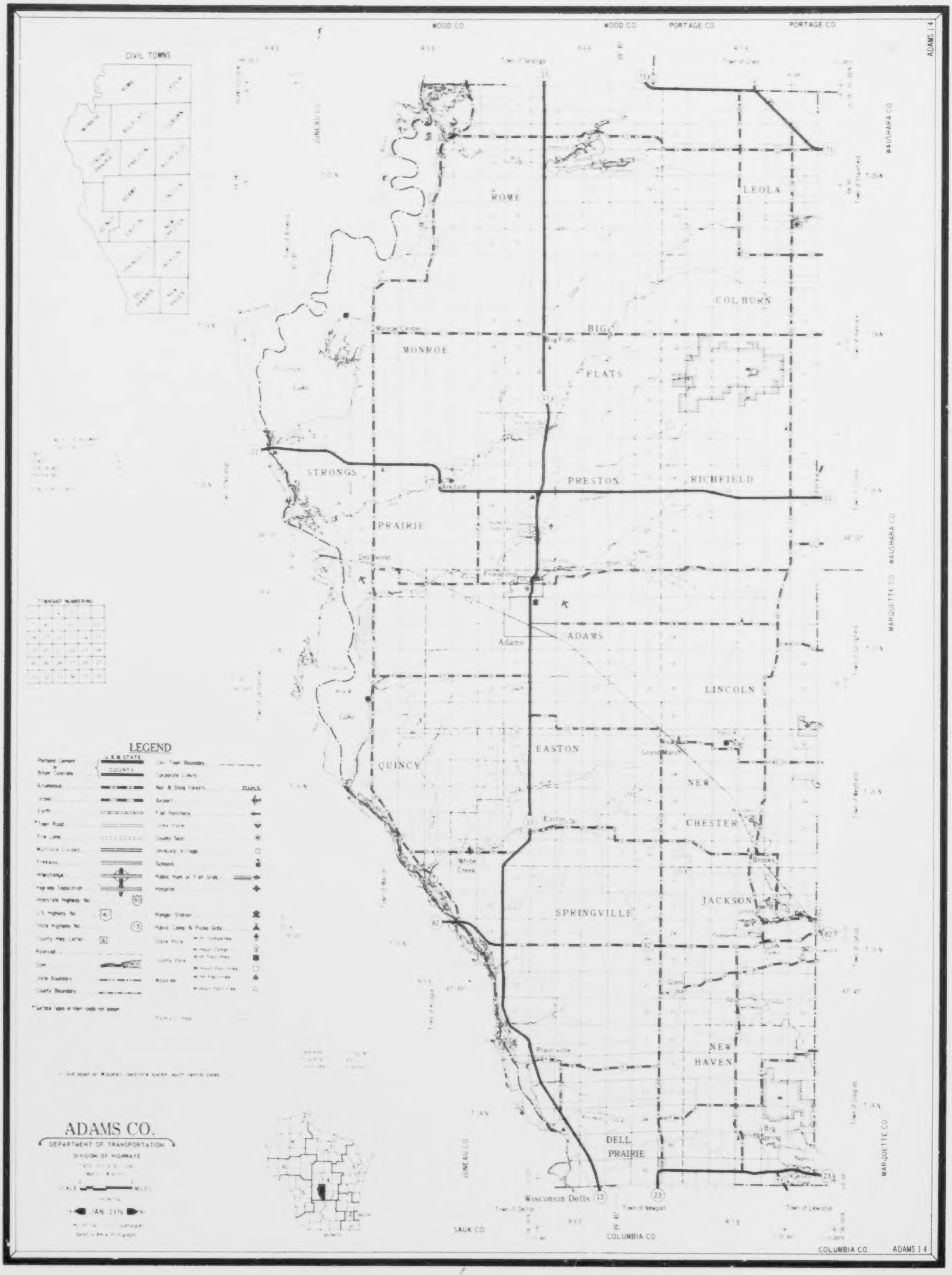
Hunting 40,730 acres

OF SPECIAL INTEREST Castle Rock Flowage, Friendship Mound, Petenwell Flowage, Roche a'Cri State Park, Wisconsin River Water Trail.

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


ADAMS 1-4
WOOD CO.
PORTAGE CO.
JUNEAU CO.
WAUSHARA CO.
MARQUETTE CO.
SAUK CO.
COLUMBIA CO.
CIVIL TOWNS
ROME
LEOLA
COLBURN
BIG FLATS
MONROE
STRONGS PRAIRIE
PRESTON
RICHFIELD
ADAMS
LINCOLN
EASTON
QUINCY
NEW CHESTER
SPRINGVILLE
JACKSON
NEW HAVEN
DELL PRAIRIE
Big Flats
Arkdale
Friendship
Adams
Grand Marsh
Easton
White Creek
Brooks
Glen
Plainville
Big Spring
Wisconsin Dells
Monroe Center
Dellwood
Lake
13
21
23
82
TOWNSHIP NUMBERING
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multiple Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish Grds.
Hospital
Ranger Station
Public Camp. & Picnic Grds.
State Park
County Park
Wayside
*Surface types on town roads not shown.
ADAMS CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN. 1976

S8290

ASHLAND COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

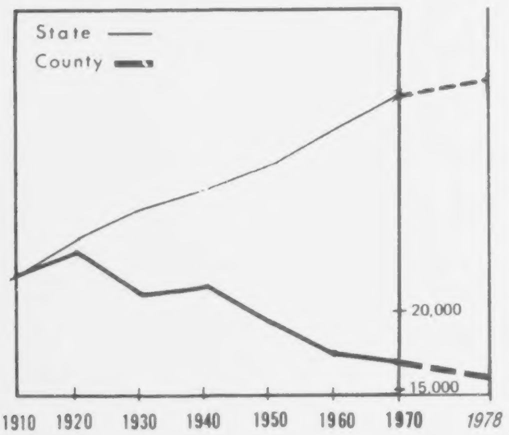
ASHLAND

The county is a little short on the recreational assets that are causing rapid growth in some of the northern counties (e.g., Vilas, Oneida, Sawyer). Tourism should increase as development progresses in connection with the Apostle Islands National Lakeshore. This is basically woodworking country now. The City of Ashland is quite important for trade and services.

POPULATION

1978 population [a]	16 269	% of state	0.35
1970 population [b]	16,743	% of state	0.38
1970-78 change (%)	-2.8	State change	5.3 %
Net migration, 1960-70	1,476 out-		
Density, 1978 15.7	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
			Male		Female	
Ages:	Male	Female	Co.	Wis.	Co.	Wis.
Under 18	2,918	2,778	35	37	33	34
18-44	2,339	2,387	28	33	28	34
45-64	1,777	1,897	21	20	22	20
65 & over	1,232	1,415	15	10	17	12
Total	8,266	8,477	100%		100%	

Median age 31.1; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates*.
U.S., *1970 Census of Population*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,355 State $ 10,068

Income Groups:	County %	State %
Under $4,000	23	13
$10,000 & over	29	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 92,665; % of state 0.29

Per capita $ 5,395; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 16,233
Services	$ 14,020
Gov't: state & local	$ 9,177

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income*.

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	6,623	$ 172	440
Major Groups:			
Construction	279	$ 273	32
Manufacturing	1,476	$ 208	47
Transp., Util.	413	$ 277	30
Wholesale trade	144	$ 190	17
Retail trade	976	$ 123	152
Finance, Ins., etc.	159	$ 181	29
Services	2,328	$ 134	97
Government	843	$ 194	33

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	370	335	4.4	4.9
Nonfarm Proprietors	700	713	9.4	6.2
Wage & Salary Employment (major groups):				
Farm	28	42	0.6	2.1
Construction	125	202	2.7	3.4
Manufacturing	1,333	1,473	19.4	24.9
Transp., Util.	526	543	7.2	3.9
Wholesale trade	W	142	1.9	4.1
Retail trade	1,051	945	12.5	14.8
Finance, Ins., etc.	W	W	—	3.8
Services	1,167	1,684	22.2	15.9
Government	1,290	1,344	17.7	15.5
Total (Employment)	6,826	7,571	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages*.

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources*.

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	380	77,500
1977	390	79,300

% of land in farms, 1978	12	State 54%
Avg. size of farms, 1978	204 ac	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974 [h]	79 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1377)	$ 312	State avg $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 11,931	State avg. $ 32,493
Total ($1,000's)	$ 4,653	% of state 0.1

Major Groups	($1,000's)	% of State
Dairy products	$ 3,576	0.2
Meat animals	$ 528	0.1
Poultry & eggs	$ 27	0.02
Field crops	$ 85	0.03
All vegetables	$ 0	—
Specialty crops	$ 421	0.4

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 548,000

% of land area 82 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	20,540	69,545	499
Other softwoods	88,836	186,810	1,352
Oak	22,112	38,161	146
Maple (hard)	50,947	65,568	651
Aspen	88,590	92,937	4,404
Other hardwoods	151,080	198,460	1,375

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Sand and gravel

Value of product $ 78,000 % of state 0.06

Employment covered by U.C., 1977 (an avg.) [l]

County 0 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		269	1972	285
Sales ($1,000's):	1977	$ 57,510	% of state	0.39
	1972	$ 35,780	% of state	0.39
Sales per capita, 1977:	Co.	$ 3,542	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ W	—
Foods	$ 13,032	0.42
Automotive	$ 11,052	0.36
Gas stations	$ 5,879	0.47
Apparel	$ 3,307	0.59
Furnit., house equip.	$ 1,544	0.23
Eating & drinking places	$ 5,083	0.34
Drug stores	$ 1,477	0.39
Miscellaneous	$ 7,964	0.53

WHOLESALE TRADE

No. of establishments: 1977 23 1972 32

Sales ($1,000's): 1977 $ 17,066 % of state 0.09

1972 $ 15,805 % of state 0.15

SERVICE INDUSTRIES

No. of establishments: 1977 159

Total receipts, 1977 ($1,000's) $ 5,356 % of state 0.19

Hotel, motels, recreation camps

No. of establishments: 1977 29 1972 33

Receipts: ($1,000's) 1977 $ 485 % of state 0.18

1972 $ 624 % of state 0.36

Amusements, recreation services

No. of establishments: 1977 18 1972 10

Receipts: ($1,000's) 1977 $ 759 % of state 0.28

1972 $ 497 % of state 0.28

[m] U.S., Bureau of the Census

ASHLAND COUNTY — A DESCRIPTION

Current official state population estimates show that this county is one of very few in Wisconsin to lose population from 1970 to 1978. Federal demographers are showing a very small increase. It is apparent that job growth has been slow, and few significant investments have been made for some years.

Ashland County is in the northwestern part of Wisconsin. The Apostle Islands, which jut out from the Bayfield Peninsula, are part of the county; these islands are the northern-most territory in Wisconsin. The islands have only a hundred or so year-round inhabitants at this time. Creation of the Apostle Islands National Lakeshore by Act of Congress in 1970 attests to the scenic beauty of the area. Over the years there should be an increase in tourist travel. The National Park Service will have general control over public developments. Ashland, the county seat, is 68 miles east of the city of Superior and about 300 miles north of Madison.

The county has several geographic regions and soil types. The Penokee Range, an iron-bearing formation known more generally as the Gogebic, separates the northerly-flowing rivers, such as the Bad, and the southwesterly-flowing streams. Mouth Whittlesey near Mellen, on the Penokee Range, rises 1,872 feet above sea level, and is one of the highest points in Wisconsin. Rivers that flow to the north have a steep gradient where the ancient lava bedrock formations drop down to the Superior Lowland. Waterfalls occur at this line, including such well-known ones as Copper Falls and the falls on Tyler's Fork. The Superior Lowlands are a plain-like area with red clay soils.

An iron-bearing formation cuts through the village of Butternut in southern Ashland County. Between Mellen and Hurley (Iron Co.) there are extensive deposits of low-grade iron ore. Construction of beneficiating plants to concentrate these ores is awaited.

Ashland County reached its population peak around 1920. Between 1880 and 1890, populaton grew from 1,559 to 20,063. The rapid growth of the city of Ashland during the 1880's was based on both the lumber industry and construction of ore docks at Ashland by the rail lines that were built to serve the mines on the Penokee-Gogebic Range. Ore shipments were five to six million tons annually in peak periods. Now, coal is the only significant port receipt. A blast furnace operated for some time at Ashland around the turn of the century.

Population density (persons per square mile) in Ashland County is only 16, compared with a statewide average of 85. More than half of the population is in the city of Ashland. Ashland County's population is older, on the average, than that of Wisconsin as a whole. Between 1960 and 1970, about 1,500 more individuals moved out of the county than moved in. This was not unusual for this section of Wisconsin, but the failure to attract outsiders in the 1970's is very unusual for this region. Probably about as many people are moving into the county now as moving out. The birth rate is relatively low.

Incomes in the county are about average for northern and western Wisconsin as a whole. Estimates shown indicate that the county has .29 percent of the state's personal income, for .35 percent of its people. Manufacturing is the largest income source, followed by services.

Many residents of Ashland County used to work making explosives, at a plant in Bayfield County. In good years factory jobs are now in the 1,500-1,600 range. Service jobs are proportionately large, reflecting the fact that Ashland is a regional shopping and service center.

Retail trade is strong compared with local incomes. The 1977 per capita figure was $3,542 compared with a state average of $3,226. Tourist trade is mirrored in the large sales of gas stations. Wholesale trade seems to be shrinking. The 1977 figures for hotels, motels, etc. are surprisingly low.

Even as late as 1950 the census counted over 1,000 farms. The current estimate is 380. (The definition of a farm, however, is somewhat tighter now than in 1950.) About 12 percent of the land is designated as farm land. Dairying is the principal source of farm income. Many farms are worked only part time.

About 82 percent of Ashland County has a forest cover. Among the leading species are aspen, spruce, balsam fir, hemlock, and maple. There is a surplus of aspen, according to studies made by state and federal foresters. Granite has been quarried in the Mellen area for decades. Output varies with demand. The stone is known as Mellen black granite. No output is shown for 1977.

Ashland County has had a long history of logging and millwork operations and they are still a key element in the economic base. The papermaking plant, using mainly de-inked paper in its mix, has long been a stabilizing factor in local employment. The apparel plant provides a number of jobs for women. There has been some metalworking industry at Ashland for many years, and service industry of a machine shop kind.

The 1905 Census of Wisconsin showed that two-thirds of the residents were native-born Americans, and 48 percent of all the inhabitants were Wisconsin-born. German, Canadian, and Swedish groups were most numerous among the foreign-born. Ashland County has an Indian population numbering about 750. They belong to the Chippewa tribe. Most of the Indians live on the Bad River Indian Reservation, bordering Lake Superior. Northland College, a liberal arts institution at Ashland, has about 700 students.

Lumber and iron ore resources created a widespread demand for rail lines. At present the Chicago & North Western, the Soo Line, and the Burlington Northern serve the principal localities. Main highways in the area include state road 13 and U.S. 2. Scheduled flight service is available at Duluth or at Ironwood, Michigan.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	49	50	65
Employees (1,000's)		1.3	1.4
% of state	0.26	0.26	0.27
Total payroll ($ millions)	$ 13.3	$ 8.4	$ 6.7
% of state	0.18	0.18	0.19
Avg. earnings/hr., prod. workers	$ 4.74	$ 3.13	$ 2.33
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 35.6	$ 20.2	$ 16.1
% of state	0.21	0.21	0.23
New mfg. capital expenditures ($ millions)	$ 1.8	$ .6	$ .7
% of state	0.15	0.11	0.14
Value of shipments ($ millions)	$ 68.9	$ 39.2	$ 34.6
% of state	0.18	0.18	0.22

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	2	0	0	0	0
Textiles, apparel, leather	0	0	0	0	1
Wood products, furniture	30	1	2	1	1
Paper, paper prods.	0	0	0	1	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	4	0	2	0	0
Printing & publishing	3	1	0	0	0
All other types	0	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 93 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Louisiana Pacific Corp.	Mellen	Hardwood Veneer & plywood	300-349
Munsingwear, Inc.	Ashland	Shirts	200-249
American Can Co.	Ashland	Paper products	200-249
Louisiana Pacific Corp.	Ashland	Sawmill products	100-149
C. G. Bretting Mfg. Co.	Ashland	Packaging machinery	100-149
Chippewa Industries, Inc.	Glidden	Hardwood lumber	50-69
Ashland Timber Co. Inc.	Butternut	Hardwood lumber	50-69
Larson Picture Frame Inc.	Ashland	Picture frames, etc.	50-69
Ashland Precision Products	Ashland	Screw machine products	50-69
Roffers Construction Company Inc.	Ashland	Ready-mix concrete, etc.	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
Northland College	Ashland	College	400-449
Memorial Medical Center, Inc.	Ashland	Hospital	300-349
Great Lakes Inter-Tribal Council	Odanah	Job programs, social services	300-349
Lake Superior District Power Co.	Ashland	Utility	150-199
Ashland Nursing Home Inc.	Ashland	Nursing home	100-149

MANUFACTURING — ANALYSIS

The county has a rather large number of factory jobs in relation to total population. Historically, job levels have fluctuated considerably. The latest job count available (March 1979) was 1,463. This is rather favorable, but somewhat below the counts in June 1974 (pre-recession) and June 1978.

This is basically woodworking country, with a rather large sewing plant and several other smaller, specialized operations.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 3,562	% of state	0.24
Per capita [r]	$ 219	State avg.	$ 320
Full value rate [s]	$ 22.15	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 175	% of state	0.24
Per capita [r]	$ 10,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 8,027	% of state	0.23

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,361	0.21
Corporate income	$ 667	0.25
Sales and use	$ 2,096	0.30

State Shared Taxes	($1,000's)	% of state
Total	$ 1,075	0.35
State Aids		
Payment to school districts	$ 3,535	0.56
Health & social services (co. govt. only)	$ 1,995	0.46
Transportation	$ 1,003	0.83

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Butternut, vil.	453	460	1.6
Ashland, city	9,615	8,980	-6.6
Mellen, city	1,168	1,064	-8.9

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	238	% of state	0.17

Valuation per unit, 1978:

$ 33,224	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 27,553	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	71	7,473	0.21
Manufacturing	16	2,335	0.25
Commercial	19	1,323	0.17
Amusement & recreation	3	447	0.38
Hotels, motels, etc.	1	52	0.10

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 670,080; Great Lakes/Mississippi shoreline 30 (mainland only) miles.

Acreage of named lakes 5,549; Total number of lakes 158; Lakes with public access 36

Total public land designated for recreation use 246,986 acres: Federal- 183,555 acres; State- 30,791 acres; County- 32,075 acres, Other public areas [y] 615 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3,72; Canoe pick-up services 3

Swimming [z] 27 areas

Fishing: Sample of fish caught— muskellunge, panfish, trout, walleye.

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 349 sites

Major hiking trails 33 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 46 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 3 areas, 22 miles

Hunting 273,481 acres

OF SPECIAL INTEREST Apostle Islands Nat'l Lakeshore, Chequamegon Nat'l Forest, Copper Falls State Park, Kagagon Sloughs

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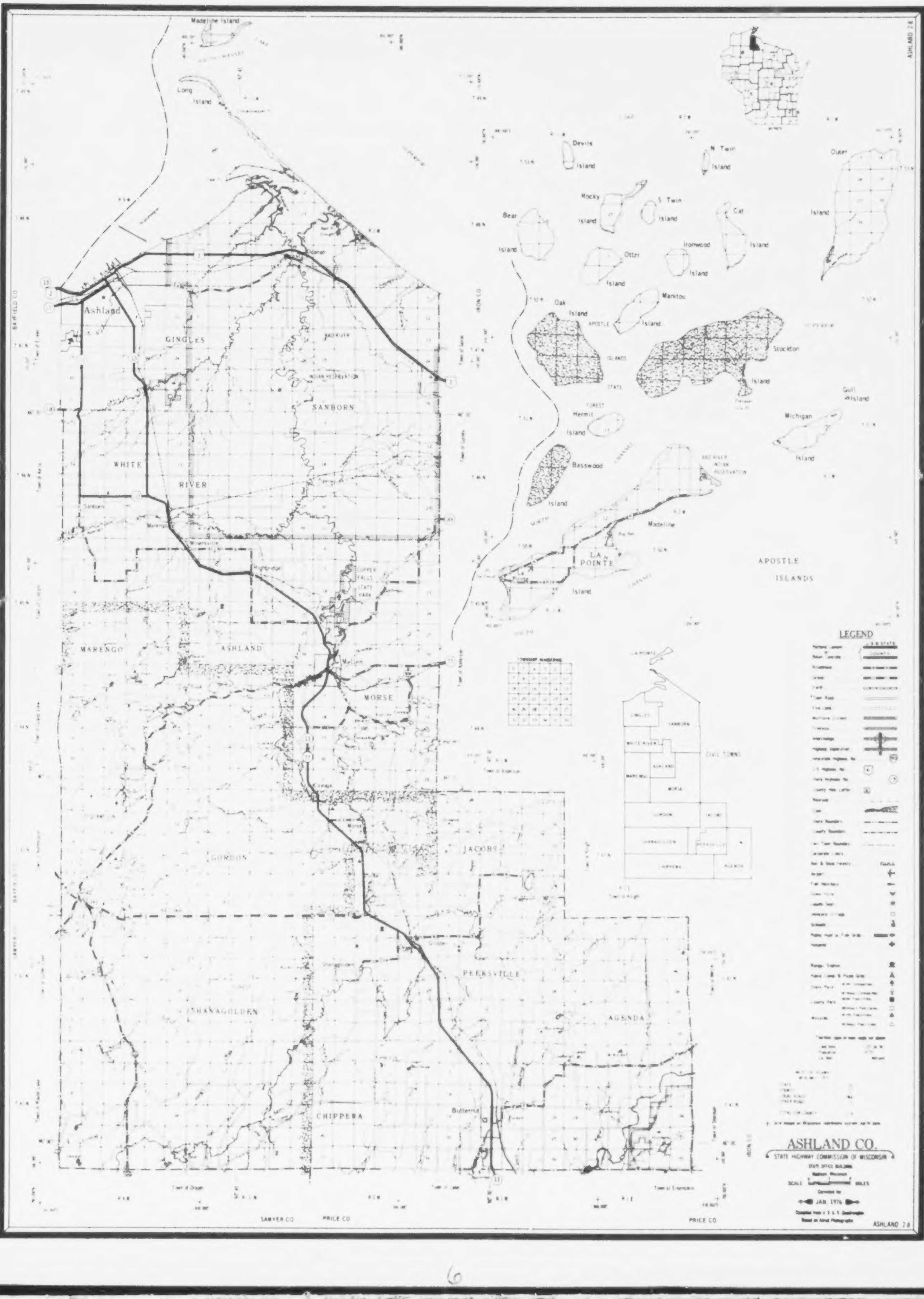
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


ASHLAND 2-8
Madeline Island
Long Island
Devils Island
N. Twin Island
Outer Island
Rocky Island
S. Twin Island
Cat Island
Bear Island
Otter Island
Ironwood Island
Manitou Island
Oak Island
APOSTLE ISLANDS
STATE
FOREST
Stockton Island
Gull Island
Michigan Island
Hermit Island
Basswood Island
BAD RIVER INDIAN RESERVATION
Madeline
LA POINTE
Island
APOSTLE ISLANDS
Ashland
GINGLES
BAD RIVER
INDIAN RESERVATION
SANBORN
WHITE
RIVER
Sanborn
Marengo
Highbridge
COPPER FALLS STATE PARK
MARENGO
ASHLAND
Mellen
MORSE
GORDON
JACOBS
Glidden
Shanagolden
SHANAGOLDEN
PEEKSVILLE
AGENDA
CHIPPEWA
Butternut
BAYFIELD CO.
IRON CO.
SAWYER CO.
PRICE CO.
PRICE CO.
TOWNSHIP NUMBERING
CIVIL TOWNS
GINGLES
SANBORN
WHITE RIVER
ASHLAND
MARENGO
MORSE
GORDON
JACOBS
SHANAGOLDEN
PEEKSVILLE
CHIPPEWA
AGENDA
LEGEND
SCALE
MILES

ASHLAND CO.

STATE HIGHWAY COMMISSION OF WISCONSIN

STATE OFFICE BUILDING

Madison, Wisconsin

Corrected to

JAN. 1976

Compiled from U.S.G.S. Quadrangles

Based on Aerial Photographs

ASHLAND 2-8

BARRON COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

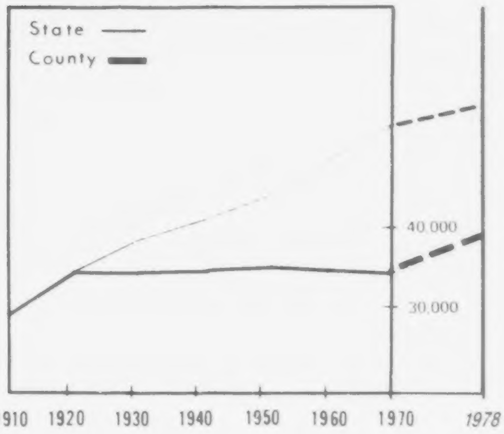
BARRON

The story here is mainly one of strong industrial growth, with predictable ramifications throughout all economic sectors. Twin Cities industrialists looking for locations for branch plants gave the localities good marks. This is relatively good farm country—especially dairy farming. Rice Lake has growing commercial business, and gets the benefits of educational institutions.

POPULATION

1978 population [a]	37,296	% of state	0.80
1970 population [b]	33,955	% of state	0.77
1970-78 change (%)	9.8	State change	5.3 %
Net migration, 1960-70	2,381 out-		
Density, 1978 43.1	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	6,113	5,865	36	37	34	34
18-44	4,577	4,823	27	33	28	34
45-64	3,689	3,874	22	20	23	20
65 & over	2,407	2,607	14	10	15	12
Total	16,786	17,169	100%		100%	

Median age 31.6; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 7,759; State $ 10,068

Income Groups:	County %	State %
Under $4,000	21	13
$10,000 & over	35	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $ 195,277; % of state 0.61
Per capita $ 5,213; State average $ 6,864
Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 37,479
Farm	$ 23,261
Retail Trade	$ 18,907

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	11,964	$ 167	977
Major Groups:			
Construction	619	$ 212	123
Manufacturing	3,777	$ 192	71
Transp., Util.	514	$ 236	64
Wholesale trade	404	$ 189	64
Retail trade	2,645	$ 115	333
Finance, Ins., etc.	380	$ 183	58
Services	1,528	$ 139	187
Government	1,977	$ 173	61

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,570	2,270	13.6	4.9
Nonfarm Proprietors	1,508	1,642	9.8	6.2
Wage & Salary Employment (major groups):				
Farm	792	974	5.8	2.1
Construction	376	501	3.0	3.4
Manufacturing	2,322	3,471	20.7	24.9
Transp., Util.	529	599	3.6	3.9
Wholesale trade	293	447	2.7	4.1
Retail trade	1,902	2,487	14.9	14.8
Finance, Ins., etc.	240	368	2.2	3.8
Services	1,358	1,672	10.0	15.9
Government	2,071	2,223	13.3	15.5
Total (Employment)	13,992	16,736	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	2,190	420,900
1977	2,210	423,700

% of land in farms, 1978	75	State 54%
Avg. size of farms, 1978	192 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	98 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 535	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 36,911	State avg. $ 32,493
Total ($1,000's)	$ 81,573	% of state 2.6

Major Groups	($1,000's)	% of State
Dairy products	$ 48,627	2.6
Meat animals	$ 6,111	1.2
Poultry & eggs	$ 20,727	17.7
Field crops	$ 2,397	0.8
All vegetables	$ 2,483	1.4
Specialty crops	$ 966	0.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 155,000

% of land area 28 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	7,292	24,929	90
Other softwoods	11,376	30,796	0
Oak	14,512	26,496	328
Maple (hard)	13,414	22,537	88
Aspen	31,545	36,549	406
Other hardwoods	44,240	63,105	191

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):

Sand and gravel

Value of product	$ 1,334,000	% of state	0.99

Employment covered by U.C., 1977 (an avg.)[l]

County 36 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		463	1972	477
Sales ($1,000's): 1977	$	118,933	% of state	0.79
1972	$	75,206	% of state	0.81
Sales per capita, 1977: Co.	$	3,238	State avg.	$ 3,226

Sales by kind of business, 1977		($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$	W	—
Gen. merchandise	$	W	—
Foods	$	22,897	0.75
Automotive	$	28,106	0.92
Gas stations	$	13,158	1.05
Apparel	$	W	—
Furnit., house equip.	$	3,635	0.53
Eating & drinking places	$	11,592	0.77
Drug stores	$	W	—
Miscellaneous	$	9,067	0.60

WHOLESALE TRADE

No. of establishments: 1977	85	1972	95
Sales ($1,000's): 1977	$ 59,093	% of state	0.30
1972	$ 45,436	% of state	0.42

SERVICE INDUSTRIES

No. of establishments: 1977	362		
Total receipts, 1977 ($1,000's)	$ 12,568	% of state	0.50

Hotel, motels, recreation camps

No. of establishments: 1977	72	1972	89
Receipts: ($1,000's) 1977	$ 1,371	% of state	0.50
1972	$ 1,451	% of state	0.84

Amusements, recreation services

No. of establishments: 1977	33	1972	23
Receipts: ($1,000's) 1977	$ 1,212	% of state	0.45
1972	$ 840	% of state	0.48

[m] U.S., Bureau of the Census

BARRON COUNTY — A DESCRIPTION

Substantial population growth since 1970 reflects a growing economic base, in the industrial sector and in other activities. Factory building and home building have been strong. The change was not anticipated. Population was almost stationary from 1920 to 1970, as more people kept moving away then moving in, offsetting a fairly high birth rate.

In the Indianhead section of northwestern Wisconsin, Barron County is the richest agriculturally of any Wistconsin county this far north. Most of the central and southern parts of the county have a silt loam soil similar to that of the central Wisconsin dairy belt. Loamy and sandy soils are characteristic of the remainder of the county.

Although dairying is the predominant type of farming, the more interesting development of recent times is the growth of turkey raising. Barron ranks first (by far) among Wisconsin counties in turkeys raised, and has a very large processing plant. Potatoes are grown commercially. Total cash receipts per farm exceed the state average.

The 1950 census counted almost 4,000 farms. The state estimate for 1978 was 2,190. The decline in farm acreage has not been as great as in the more distinctly northern Wisconsin counties. Moreover, part of the indicated decrease is the result of a definitional change in what constitutes a farm.

Between 1930 and 1970 employment in agriculture and forestry decreased by more than 4,000. Yet 1977 data show that 13.6 percent of the people working in the county were farmers, and 6 percent were farm laborers. This is about three times the state averages. Factory jobs have increased considerably in recent years. The 1947 Census of Manufactures recorded 998 in the county. Over 3,200 jobs were reported before the 1974-75 recession. A figure of 4,000 seems within reach. Investments by Twin Cities (Minnesota) industrialists have provided many of the new job opportunities.

Food products plants constitute the largest number of manufacturing establishments. A variety of food products is made, including meats, canned vegetables, and a new plant making frozen onion rings. Milk processing is very important. A comparatively new Swiss cheese factory is located at Turtle Lake. Woodworking continues to be very important. There are also several metalworking operations, including machine shops. In 1976 about 21 percent of those employed within the county were in manufacturing. The statewide figure was 25 percent.

Population density (number of persons per square mile) is about 43, compared with a statewide average of 85. Barron County residents are older, in the average, than are the residents of Wisconsin as a whole. A quick look at the age distribution will show that there is a population deficit in the 18-44 age group. The principal reason for this was earlier out-migration. Between 1950 and 1960 the number of persons who moved out of the county was about 5,200 more than the number who moved into it. In 1960 - 1970 this was pared to 2,400. Now there is significant in-migration. The 1980 census will help to describe the age groups moving in.

Incomes in Barron County are about average for rural-type counties in western Wisconsin. The estimates shown indicate that the county had .63 percent of the state's personal income (1977), while it had .80 percent of the population. Most of the industrial jobs are of the type that involve modest skills. However, manufacturing provides by far the largest amount of income, with farming second.

Retail sales are large in Barron County relative to estimated income. Heavy sales volume of gas stations reflects the tourist business. The strength displayed is an indication of the importance of Rice Lake as a regional commercial center. The figures for wholesale trade and for hotels, motels, etc. are surprisingly low.

Most of Barron County has a gently rolling landscape. The northern part was covered by the last glacial advance, known as the Wisconsin ice age. Most of the lakes within the county are in this morainic belt, but Lake Chetek and a few others in the southern part of the county are in an area of older glacial drift.

Foresters estimate that 28 percent of the county has a forest cover. The Wisconsin average is about 43 percent. Leading species include various oaks and aspen. Timber removals in 1973 seem to be lower than one might expect in an area with several wood-products plants.

At Rice Lake there is a large vocational school and a 2-year campus of the University System.

Barron County's geographical location puts it in a favorable position from the viewpoint of regional transportation corridors. The Chicago & North Western serves localities in the western and eastern parts of the county. Major highways (U.S. 63 and 53) are almost adjacent to the railroad tracks. The Soo Line serves the central part of the county; U. S. Highway 8 parallels this rail line. The highways carry a heavy volume of vacation travel in the summertime. Scheduled flights are available at the Eau Claire airport.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	76	80	71
Employees (1,000's)	3.3	2.6	2.4
% of state	0.61	0.52	0.47
Total payroll ($ millions)	$ 31.1	$ 16.9	$ 10.8
% of state	0.42	0.38	0.30
Avg. earnings/hr., prod. workers	$ 4.38	$ 2.80	$ 2.10
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 77.6	$ 38.8	$ 21.9
% of state	0.46	0.41	0.31
New mfg. capital expenditures ($ millions)	$ 9.7	$ 2.1	$ .8
% of state	0.82	0.39	0.16
Value of shipments ($ millions)	$249.9	$107.4	$ 71.5
% of state	0.64	0.50	0.46

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	13	6	4	0	1
Textiles, apparel, leather	0	2	0	0	0
Wood products, furniture	8	1	1	2	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	2	0	0	1	0
Metalworking, mach., transport. equip.	13	3	1	1	2
Printing & publishing	5	1	0	0	0
All other types	6	1	0	1	1

Factory jobs per 1,000 population, June, 1978

County 103 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Jerome Foods Inc.	Barron	Poultry prod. (esp. turkeys)	700-749
Minnesota Mining & Mfg. Co.	Cumberland	Absrasive products	300-349
Nichols-Homeshield, Inc.	Rice Lake	Aluminum screens, windows	250-300
Wright Products, Inc.	Rice Lake	Die casting, builders hardware	250-300
Birchwood Mfg. Co.	Rice Lake	Laminated wood products	200-249
Mastercraft Industries, Inc.	Rice Lake	Kitchen cabinets	150-199
Stokely-Van Camp, Inc.	Cumberland	Canned vegetables (seasonal)	150-199
Hartzell Custom Products	Turtle Lake	Plastics products, die cast alum. parts	100-149
Falcon Drill Co. Inc	Cumberland	High-speed twist drills	100-149
Mascot Foods Inc.	Rice Lake	Frozen foods	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
Community Hospital	Rice Lake	Hospital	150-199
Cumberland Memorial Hospital	Cumberland	Hospital	100-149
Barron Community Memorial Hospital	Barron	Hospital	100-149
General Telephone Co.	Rice Lake	Utility	100-149
First American	Rice Lake	Nursing home	80-99

MANUFACTURING — ANALYSIS

This county has been undergoing remarkably strong industrial growth. Much of the new investment was made by Twin Cities' interests. Plant construction volume has been sizable. (See 1977 figure on capital expeneditures.) The March 1979 job total was 3,467 — down some from June 1978, but still far above earlier times.

Foods are very important in the economy, but metal fabrication has caught on. There are still some sizable woodworking plants.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 9,929	% of state	0.67
Per capita [r]	$ 270	State avg.	$ 320
Full value rate [s]	$ 18.61	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 594	% of state	0.81
Per capita [r]	$ 16,200	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 19,184	% of state	0.54

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 5,685	0.51
Corporate income	$ 1,585	0.60
Sales and use	$ 4,891	0.69

State Shared Taxes	($1,000's)	% of state
Total	$ 2,173	0.71
State Aids		
Payment to school districts	$ 5,898	0.94
Health & social services (co. govt. only)	$ 3,245	0.76
Transportation	$ 1,661	1.37

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Almena, vil.	423	488	15.4
Cameron, vil.	893	1,148	28.6
Dallas, vil.	359	401	11.7
Haugen, vil.	246	251	2.0
Prairie Farm, vil.	426	408	-4.2
Turtle Lake, vil.	637	714	12.1
Barron, city	2,337	2,439	4.4
Chetek, city •	1,630	1,729	6.1
Cumberland, city	1,839	1,959	6.5
Rice Lake, city	7,278	7,840	7.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,060	% of state 0.77		

Valuation per unit, 1978:

$ 31,302	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 31,294	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	272	26,656	0.75
Manufacturing	51	10,054	1.08
Commercial	82	11,691	1.51
Amusement & recreation	13	1,400	1.81
Hotels, motels, etc.	3	58	0.11

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 569,000; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 16,036; **Total number of lakes** 368; **Lakes with public access** 61

Total public land designated for recreation use 24,257 acres: **Federal-** 0 acres; **State-** 4,711 acres; **County-** 13,714 acres; **Other public areas** [y] 5,832 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 43; **Canoe pick-up services** 3.

Swimming [z] 43 areas

Fishing: Sample of fish caught—bass, northern, panfish, walleye.

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 1,172 sites

Major hiking trails 10 miles

Bicycling trails 10 miles

Snowmobiling trails open to public use 68 miles

Downhill skiing [z] 1 areas, 10 runs

Cross country skiing [z] 2 areas, 34 miles

Hunting 22,120 acres

OF SPECIAL INTEREST Chetek Chain of Lakes-Indian Mound Park, Nat'l Audubon Camp

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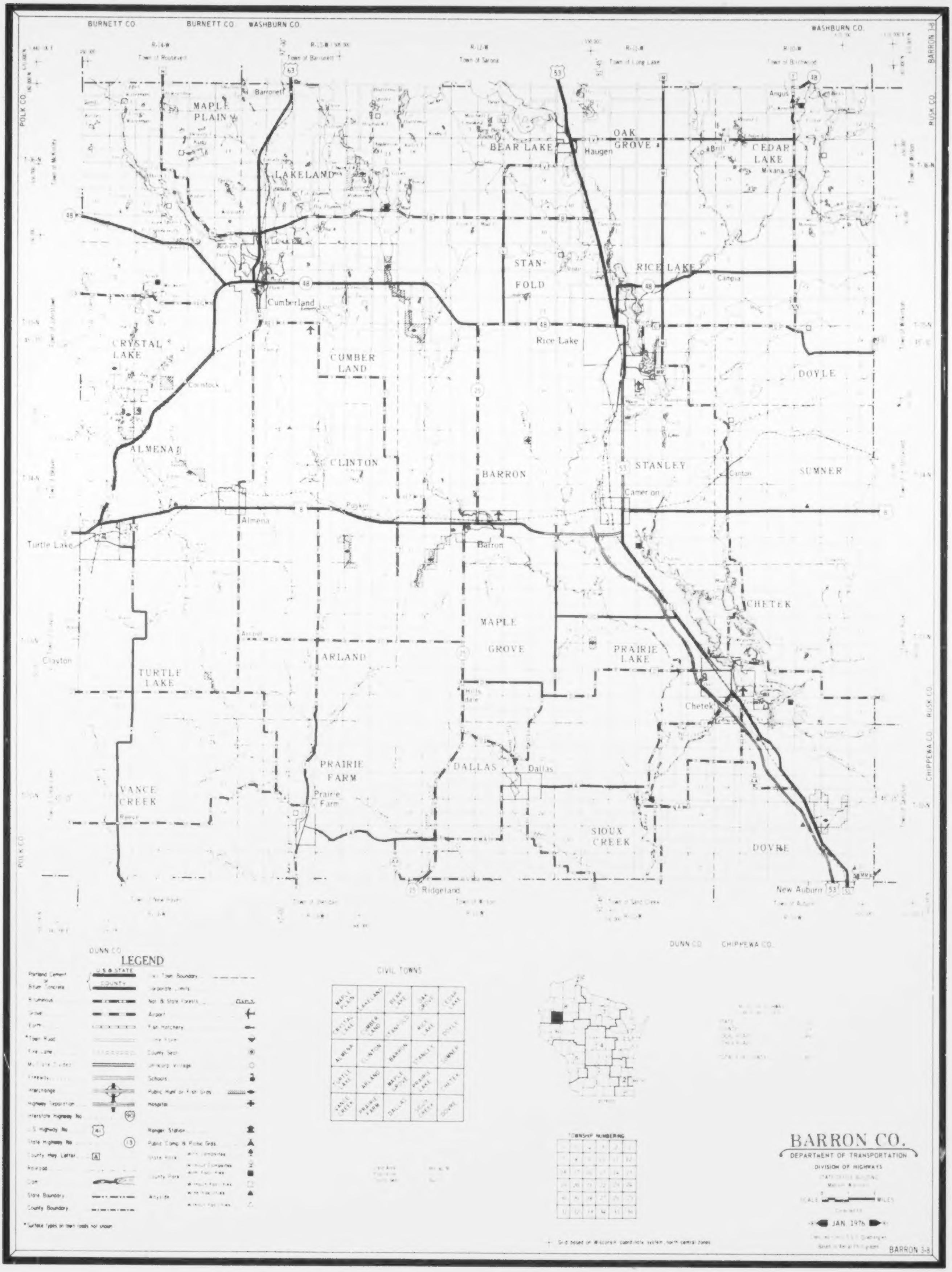
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.

 BURNETT CO.
BURNETT CO.
WASHBURN CO.
WASHBURN CO.
POLK CO.
RUSK CO.
CHIPPEWA CO.
DUNN CO.
CHIPPEWA CO.
BARRON 3-8
Town of Roosevelt
Town of Barronett
Town of Sarona
Town of Long Lake
Town of Birchwood
MAPLE PLAIN
LAKELAND
BEAR LAKE
OAK GROVE
CEDAR LAKE
STANFOLD
RICE LAKE
CRYSTAL LAKE
CUMBERLAND
DOYLE
ALMENA
CLINTON
BARRON
STANLEY
SUMNER
TURTLE LAKE
ARLAND
MAPLE GROVE
PRAIRIE LAKE
CHETEK
VANCE CREEK
PRAIRIE FARM
DALLAS
SIOUX CREEK
DOVRE
Barronett
Haugen
Angus
Mikana
Brill
Cumberland
Rice Lake
Campia
Comstock
Almena
Turtle Lake
Barron
Cameron
Canton
Poskin
Clayton
Chetek
Hillsdale
Dallas
Prairie Farm
Reeve
Ridgeland
New Auburn
63
53
48
8
25
Town of New Haven
Town of Sand Creek
Town of Wilson
Town of Auburn
DUNN CO.
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multiple Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
90
41
13
A
*Surface types on town roads not shown
CIVIL TOWNS
MAPLE PLAIN
LAKELAND
BEAR LAKE
OAK GROVE
CEDAR LAKE
CRYSTAL LAKE
CUMBER LAND
STANFOLD
RICE LAKE
DOYLE
ALMENA
CLINTON
BARRON
STANLEY
SUMNER
TURTLE LAKE
ARLAND
MAPLE GROVE
PRAIRIE LAKE
CHETEK
VANCE CREEK
PRAIRIE FARM
DALLAS
SIOUX CREEK
DOVRE
TOWNSHIP NUMBERING
BARRON CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
JAN. 1976
Grid based on Wisconsin coordinate system north central zones
BARRON 3-8

S2690

BAYFIELD COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

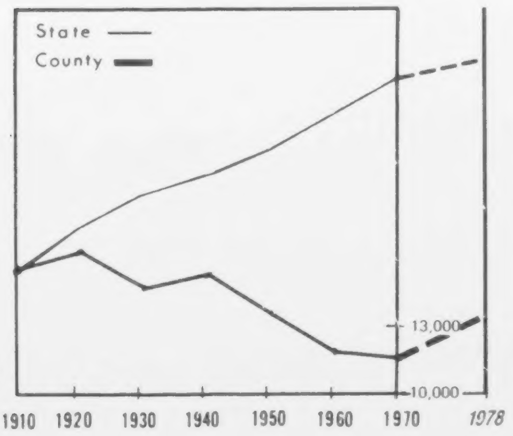
BAYFIELD

The population growth this decade seems to be based almost entirely on the recreational assets of the county. These resources are quite apparent, and should be enhanced by potential developments involving the Apostle Islands. The forest resource is also of major importance. The scenery along parts of the Lake Superior shoreline is outstanding.

POPULATION

1978 population [a]	13,080	% of state	0.28
1970 population [b]	11,683	% of state	0.26
1970-78 change (%)	12.0	State change	5.3 %
Net migration, 1960-70	529 out-		
Density, 1978	8.9 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
			Male		Female	
Ages:	Male	Female	Co.	Wis.	Co.	Wis.
Under 18	2,019	1,935	34	37	34	34
18-44	1,472	1,391	25	33	24	34
45-64	1,492	1,529	25	20	27	20
65 & over	985	860	17	10	15	12
Total	5,968	5,715	100%		100%	

Median age 35.1; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,962; State $ 10,068

Income Groups:	County %	State %
Under $4,000	25	13
$10,000 & over	26	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 59,713; % of state 0.19

Per capita $ 4,665; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Govn't: state & local	$ 6,549
Services	$ 4,428
Retail trade	$ 3,748

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	2,533	$ 140	306
Major Groups:			
Construction	120	$ 182	40
Manufacturing	281	$ 193	27
Transp., Util.	88	$ 248	20
Wholesale trade	65	$ 176	11
Retail trade	604	$ 97	99
Finance, Ins., etc.	64	$ 160	9
Services	543	$ 112	53
Government	764	$ 156	43

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	563	523	12.2	4.9
Nonfarm Proprietors	425	541	12.6	6.2
Wage & Salary Employment (major groups):				
Farm	68	93	2.2	2.1
Construction	73	127	3.0	3.4
Manufacturing	429	343	8.0	24.9
Transp., Util.	103	136	3.2	3.9
Wholesale trade	51	86	2.0	4.1
Retail trade	331	514	12.0	14.8
Finance, Ins., etc.	37	60	1.4	3.8
Services	342	702	16.3	15.9
Government	1,058	1,169	27.2	15.5
Total (Employment)	3,490	4,300	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	570	118,900
1977	580	120,700

% of land in farms, 1978	13	State 54%
Avg. size of farms, 1978	209 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	80 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 251	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 13,124	State avg. $ 32,493
Total ($1,000's)	$ 7,612	% of state 0.2

Major Groups	($1,000's)	% of State
Dairy products	$ 5,355	0.3
Meat animals	$ 809	0.2
Poultry & eggs	$ 95	0.08
Field crops	$ 333	0.1
All vegetables	$ 60	0.03
Specialty crops	$ 920	0.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 789,500

% of land area 84 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	95,369	215,702	2,588
Other softwoods	56,422	136,275	256
Oak	52,006	58,916	52
Maple (hard)	52,211	66,419	204
Aspen	139,459	144,409	6,217
Other hardwoods	176,841	222,587	1,238

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand and gravel

Value of product	$ W	% of state	—

Employment covered by U.C., 1977 (an avg.) [l]

County	0	State	2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments:	1977	164	1972	161
Sales ($1,000's):	1977	$ 23,001	% of state	0.15
	1972	$ 13,568	% of state	0.15
Sales per capita, 1977: Co.		$ 1,785	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 874	0.05
Foods	$ 5,395	0.16
Automotive	$ W	—
Gas stations	$ 2,357	0.19
Apparel	$ W	—
Furnit., house equip.	$ W	—
Eating & drinking places	$ 6,048	0.40
Drug stores	$ W	—
Miscellaneous	$ 2,838	0.20

WHOLESALE TRADE

No. of establishments:	1977	9	1972	16
Sales ($1,000's):	1977	$ 3,983	% of state	0.02
	1972	$ 3,814	% of state	0.04

SERVICE INDUSTRIES

No. of establishments: 1977	141		
Total receipts, 1977 ($1,000's)	$ 3,167	% of state	0.12

Hotel, motels, recreation camps

No. of establishments: 1977	41	1972	55
Receipts: ($1,000's) 1977	$ 1,540	% of state	0.56
1972	$ 1,564	% of state	0.91

Amusements, recreation services

No. of establishments: 1977	14	1972	10
Receipts: ($1,000's) 1977	$ 208	% of state	0.08
1972	$ 63	% of state	0.04

[m] U.S., Bureau of the Census

BAYFIELD COUNTY — A DESCRIPTION

The county has gained inhabitants since 1970, according to current estimates. It is not because births are exceeding deaths, but because of in-migration. The growth doesn't seem to be due to plant expansions. Other factors must be involved, and the 1980 census may provide clues regarding these.

Bayfield Peninsula is the northernmost part of the Wisconsin mainland. Bayfield is the second-largest county in Wisconsin; its 934,000 acres of land area are only 80,000 acres fewer than Marathon County's.

The topographic variety of the county is noteworthy. Parallel to the Lake Superior shoreline, the landscape consists of a red clay plain, dissected by short streams that empty into the lake. Dairying, relying on clover pasture to a great extent, fitted into this environment quite well. On the gentle slopes leading down to Chequamegon Bay, orchardists long ago established a fruit industry centering around apples, cherries, and strawberries. Some orchards have been abondoned.

The most prominent geographic region in Bayfield County is a range of hills, 10 to 15 miles wide, known as the Bayfield Ridge, which extends in a southwesterly direction from the tip of the peninsula. The ridge changes abruptly into the Pine Barrens that extend far into Burnett County. Some lakes are found in the Pine Barrens.

The Penokee Iron Range extends into the central part of the county. The glacial cover is thin, and ancient bedrock (such as lava and trap rock) outcrops, giving rugged scenery. The southeastern corner has morainic hills and kettles, and several sizable lakes.

Bayfield County was settled relatively late. Lumbering preceded farming by several decades. The clearing of land for farming took place mainly between 1900 and 1925. Population reached a peak in 1920. The county once had a substantial commercial fishing industry. Lake trout, whitefish, and herring were taken in great quantities in the general region of the Apostle Islands and elsewhere. Some recovery of fisheries is occurring. Sport fishing has grown. The county attracted settlers from Norway, Sweden, Canada, and Finland. Croats and Slovaks came later to clear land in the central part of the county.

Bayfield County had about 11,700 inhabitants in 1970, compared with 17,200 in 1920. Once there were 2,400 farms, but now only about 570. The population is much older, on the average, than that of Wisconsin as a whole. Out-migration has taken a heavy toll among young people, as indicated by the small proportion of residents aged 18 to 44. Between 1950 and 1960 an estimated 2,725 more persons left the county than moved into it. In the 1960's the net loss by out-migration was only 529. Now there is a net movement into the county. The Indian population is about 600; most of the Indians live on the Red Cliff Reservation.

Income levels are rather noticeably below the statewide average. Estimates shown indicate that county residents had only .19 percent of Wisconsin's total personal income (1977), but .28 percent of the state's population. Income from agriculture is meager and much of the work in the woods and in woodworking is of a seasonal nature. State and local government jobs provide more income than any other sector.

A total of 846 residents were engaged in manufacturing in 1970. Firms located within the county probably provided 450 jobs at that time. A number of residents were, therefore, commuting periodically or daily to work in other counties. Quite a few women drive to Ashland to work in a garment plant. Factory jobs in the county are around 350 (late 1970's).

The Census of Agriculture counted 1,567 farms as recently as 1950. The current state estimate is 570. A change in defining a "farm" accounts for some of the decrease. It appears as if farm numbers are stabilizing. Dairying is by far the chief source of farm income.

About 84 percent of Bayfield County has a forest cover. This area has been said to have a substantial surplus of timber, principally aspen, but including various other species. Bayfield County leads the state in growing stock, and is near the top in sawtimber. Great variety reflects the many soil types.

Retail sales are rather modest in the county, since for shopper's goods the cities of Ashland and Superior offer strong competition. Tourist sales are reflected in relatively large receipts of eating and drinking places. The hotel, motel, etc. business seems to have declined between 1972 and 1977.

Bayfield County is one of the most scenic areas in Wisconsin. The Lake Superior shoreline has for long attracted discriminating tourists. Creation of the Apostle Islands National Lakeshore by Act of Congress in 1970 is clear evidence that the Bayfield-Ashland area, judged on a national basis, is worthy of recognition. How the National Park Service may develop the area will have an impact on tourism. Growth of interest in skiing is important to the county, since Bayfield County has two well-known hills. The Cable area is central to this development. There are several quality lakes.

Industry in the county means mainly the woodworking plants and a comparatively new maker of fishing rods. The DuPont explosives plant closed in 1971. There are some small metalworking operations that service, essentially, the lumber and mining industries.

Rail service is provided by the Chicago & North Western and by the Burlington Northern. U.S. Highways 2 and 63 are of regional significance. There are scheduled flights at Duluth.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	25	36
Employees (1,000's)	NA	.2	.7
% of state	—	0.04	0.14
Total payroll ($ millions)	$ NA	$ 1.0	$ 4.3
% of state	—	0.02	0.12
Avg. earnings/hr., prod. workers	$ NA	$ 2.67	$ 2.91
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 2.1	$ 11.7
% of state	—	0.02	0.17
New mfg. capital expenditures ($ millions)	$ NA	$ .2	$ .5
% of state	—	0.04	0.10
Value of shipments ($ millions)	$ NA	$ 4.3	$ 20.1
% of state	—	0.02	0.13

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	0	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	17	1	1	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	1	0	0	0
Metalworking, mach., transport. equip.	1	2	0	0	0
Printing & publishing	3	0	0	0	0
All other types	2	0	1	0	0

Factory jobs per 1,000 population, June, 1978

County 26 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Chippewa Industries, Inc.	Bayfield	Wood products	50-69
Brule Corporation	Iron River	Fishing rods	30-49
E. I. DuPont De Nemours Co.	Barksdale	Explosives	30-49
Unidoor Corp.	Drummond	Wood products	30-49
Tester Corp.	Iron River	Bandsaws, tools	30-49
Hood Equipment Inc.	Iron River	Paper machine parts	20-29
Chippewa Industries, Inc.	Drummond	Wood products	20-29
Washburn Iron Works Inc.	Washburn	Iron castings	20-29
Midwest Timber Inc.	Iron River	Logging	10-19
Isaksson Lumber Co.	Herbster	Logging	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Telemark Management Company Inc.	Cable	Outdoor recreation, lodging	200-249
Bayfield County Memorial Hospital	Washburn	Hospital	50-69
Pier	Bayfield	Eating place	30-49
Lakewoods Inc.	Cable	Motel	30-49
Washburn State Bank	Washburn	Banking services	20-29

MANUFACTURING — ANALYSIS

This county is among the most lightly industrialized of Wisconsin's counties. The recent job trend is downward. The March 1979 count was 316. Pre-recession (June 1974) it reached a high (for recent times) of 450. Once Du Pont was a big employer, but was closed after the 1967 Census of Manufactures.

Wood products remain important. The over-all forest resource is large. Two new plants to utilize some of this material have been announced. One would make cellulose insulation, and the other wood pellets.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,269	% of state	0.29
Per capita [r]	$ 331	State avg.	$ 320
Full value rate [s]	$ 17.54	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 250	% of state	0.34
Per capita [r]	$ 19,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 1,539	% of state	0.04

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,666	0.15
Corporate income	$ 440	0.17
Sales and use	$ 1,630	0.23

State Shared Taxes	($1,000's)	% of state
Total	$ 788	0.26
State Aids		
Payment to school districts	$ 2,681	0.43
Health & social services (co. govt. only)	$ 1,089	0.25
Transportation	$ 1,571	1.30

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Cable, vil.	281	341	21.4
Mason, vil.	119	165	38.7
Bayfield city	874	884	1.1
Washburn, city	1,957	2,049	4.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 34 % of state 0.02

Valuation per unit, 1978:

$ 28,285 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 29,831 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	89	7,951	0.23
Manufacturing	4	360	0.04
Commercial	17	1,617	0.21
Amusement & recreation	5	338	0.29
Hotels, motels, etc.	8	338	0.68

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 966,400; Great Lakes/Mississippi shoreline 75 miles.

Acreage of named lakes 20,706; Total number of lakes 964; Lakes with public access 135

Total public land designated for recreation use 441,124 acres; Federal- 268,056 acres; State- 6,349 acres; County- 166,036 acres; Other public areas [y] 683 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 25 Canoe pick-up services 7

Swimming [z] 34 areas

Fishing: Sample of fish caught—bass, northern, panfish, salmon, trout, walleye.

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 693 sites

Major hiking trails 107 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 59 miles

Downhill skiing [z] 2 areas, 27 runs

Cross country skiing [z] 3 areas, 91 miles

Hunting 470,382 acres

OF SPECIAL INTEREST Amnicon Falls State Park, Chequamegon Nat'l Forest, Lake Superior, Mt. Ashwabay, Mt. Telemark, Red Cliff Indian Reservation.

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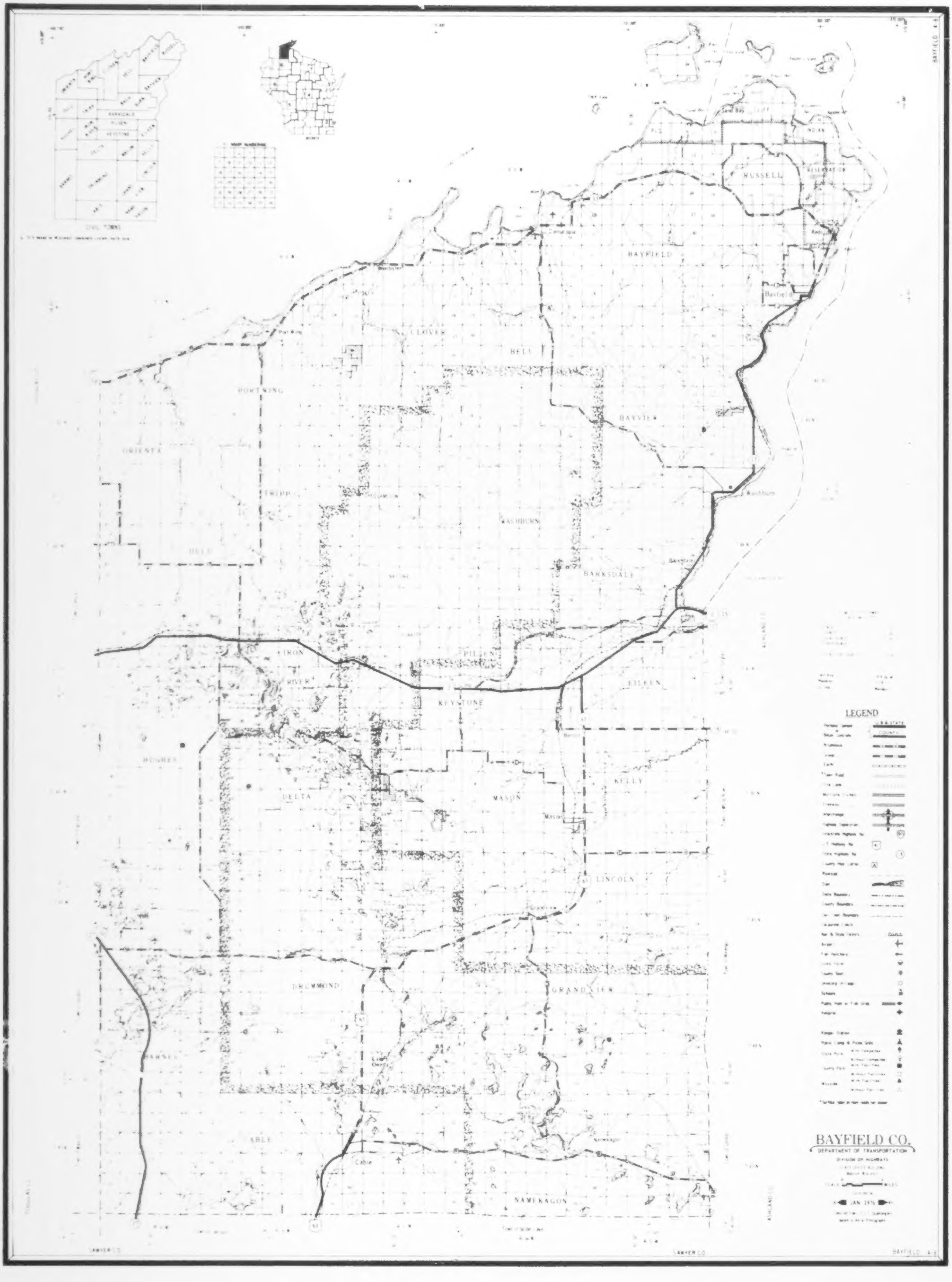
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.

BAYFIELD 4-1
CIVIL TOWNS
RUSSELL
RESERVATION
INDIAN
Sand Bay
Red Cliff
BAYFIELD
Bayfield
CLOVER
BELL
PORT WING
BAYVIEW
ORIENTA
TRIPP
WASHBURN
Washburn
HOLD
BARKSDALE
IRON RIVER
PILSEN
EILEEN
KEYSTONE
HUGHES
DELTA
MASON
Mason
KELLY
LINCOLN
DRUMMOND
GRAND VIEW
BARNES
Drummond
ABLE
Cable
NAMEKAGON
63
SAWYER CO.
ASHLAND
LEGEND
BAYFIELD CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN 1976
BAYFIELD 4-4

52703

BROWN COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

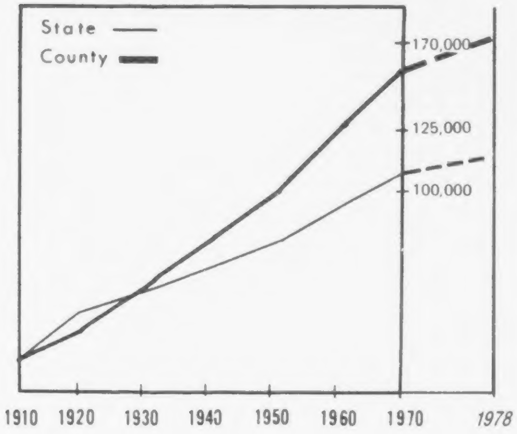
BROWN

Economic growth in this county has been remarkably large. Population gains are commensurate. Papermaking is predominant, but there is increasing diversification. Geography gives Green Bay an edge in this part of Wisconsin.

POPULATION

1978 population [a]	173,668	% of state	3.73
1970 population [b]	158,244	% of state	3.58
1970-78 change (%)	9.7	State change	5.3 %
Net migration, 1960-70	10,506 in-		
Density, 1978 330.8	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	32,440	30,988	42	37	38	34
18-44	26,635	28,028	34	33	35	34
45-64	13,002	14,204	17	20	18	20
65 & over	5,459	7,488	7	10	9	12
Total	77,536	80,709	100%		100%	

Median age 23.7; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,300. State $ 10,068

Income Groups:	County %	State %
Under $4,000	9	13
$10,000 & over	53	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 1,146,590. % of state 3.59

Per capita $ 6,546. State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 332,845
Services	$ 139,662
Retail trade	$ 110,309

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	73,598	$ 241	3,208
Major Groups:			
Construction	78	$ 275	475
Manufacturing	21,307	$ 284	256
Transp., Util.	4,633	$ 341	134
Wholesale trade	4,461	$ 288	275
Retail trade	14,455	$ 133	880
Finance, Ins., etc.	2,441	$ 192	282
Services	12,769	$ 181	812
Government	9,247	$ 324	54

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	2,068	1,793	2.2	4.9
Nonfarm Proprietors	3,692	4,275	5.3	6.2
Wage & Salary Employment (major groups):				
Farm	584	758	0.9	2.1
Construction	2,855	3,791	4.7	3.4
Manufacturing	16,901	20,439	25.4	24.9
Transp., Util.	4,817	5,260	6.5	3.9
Wholesale trade	4,007	4,541	5.6	4.1
Retail trade	10,604	14,276	17.7	14.8
Finance, Ins., etc.	1,473	2,312	2.9	3.8
Services	9,511	13,545	16.8	15.9
Government	8,482	9,260	11.5	15.5
Total (Employment)	65,142	80,532	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,730	263,400
1977	1,740	263,900

% of land in farms, 1978 78 State 54 %

Avg. size of farms, 1978 152 ac State avg. 196 ac

Avg. cropland harvested per farm reporting any, 1974 [h] 112 ac State avg. 107 ac

Farm sales, $ per acre, land continuing in agric. (1977) $ 907 State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm $ 32,495 State avg. $ 32,493

Total ($1,000's) $ 56,541 % of state 1.8

Major Groups	($1,000's)	% of State
Dairy products	$ 42,585	2.3
Meat animals	$ 7,035	1.4
Poultry & eggs	$ 337	0.3
Field crops	$ 3,003	1.0
All vegetables	$ 1,286	0.7
Specialty crops	$ 1,483	1.2

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 37,600

% of land area 11 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds.		37
Other softwoods	3,950	7,589	29
Oak	4,424	16,700	58
Maple (hard)	3,049	8,545	74
Aspen	2,149	2,316	109
Other hardwoods	19,205	52,579	671

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
lime, stone, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 58 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 1,432 1972 1,479

Sales ($1,000's): 1977 $ 651,053 % of state 4.34

1972 $ 378,253 % of state 4.07

Sales per capita, 1977: Co. $ 3,797 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 41,042	4.17
Gen. merchandise	$ 123,182	6.41
Foods	$ 120,025	3.89
Automotive	$ 136,546	4.52
Gas stations	$ 46,625	3.73
Apparel	$ 21,539	3.83
Furnit., house equip.	$ 36,273	5.33
Eating & drinking places	$ 59,244	3.91
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977 362 1972 362

Sales ($1,000's): 1977 $ 1,168,497 % of state 5.95

1972 $ 637,247 % of state 5.88

SERVICE INDUSTRIES

No. of establishments: 1977 1,153

Total receipts, 1977 ($1,000's) $ 113,554 % of state 4.42

Hotel, motels, recreation camps

No. of establishments: 1977 32 1972 36

Receipts: ($1,000's) 1977 $ 7,956 % of state 2.88

1972 $ 5,226 % of state 3.04

Amusements, recreation services

No. of establishments: 1977 142 1972 108

Receipts: ($1,000's) 1977 $ 15,058 % of state 5.54

1972 $ 9,138 % of state 5.19

[m] U.S., Bureau of the Census

BROWN COUNTY — A DESCRIPTION

Brown County, at the north end of the Fox River Valley, and the southwest end of Green Bay, is growing rapidly. Its population during the 1950's increased by about 27 percent, while the state's population was going up by 15 percent. During the 1960's the growth rate was again about 27 percent; statewide growth was less than 12 percent. Current estimates show substantial growth since 1970. Population growth reflects a dynamic, prosperous economy.

There are relatively more young people in Brown County than in the state as a whole. Numbers of persons under 18 are noticeably high. Birth rates have been higher here than in most of the state. Illustrative of a growing economy, the county experienced a net gain of about 2,800 persons through in-migration during the 1950's, and a robust 10,500 in the 1960's. Some were nonresident college students. In-migration continues.

Brown County has a long and rich history. Jean Nicolet, probably the first white man to visit Wisconsin, stopped at Green Bay in 1634. The first white settlement in Wisconsin was at La Baye (Green Bay area), and the strategic location on the Green Bay-Fox River waterway made this a main route for voyageurs and traders. The area was important in conflicts between France and England, and later England and the United States. In turn the Green Bay area had fortifications manned by French, English and finally American soldiers.

Median family income was above the state average in 1969. The 1976 *per capita* figure is a little below the state average. Recall, however, that there are comparatively large numbers of children and youths. Retail trade is strong, and there is a *substantial* volume of wholesale trade. High general merchandise and furniture-household equipment sales reflect the importance of Green Bay as a regional trading center. With about 3.73 percent of the state's population, retail sales in the county accounted for 4.34 percent of the state total in 1977.

As in most of the state, the number of farms and the number of farmers have been declining, while the average size and value of farms are increasing. Land in farms seems to be stabilizing. Sales per farm are near the state average. Dairying is overwhelmingly. By the main source of farm income.

Only 11 percent of the land area is in woodlands, compared with a statewide average of 43 percent. The leading species are hardwoods: elm, ash, and oak. Minerals produced are sand, gravel, dimension limestone, and lime.

The county has experienced a substantial industrial growth since World War II, and has made relative gains over the state as a whole. Reflecting this growth are all measures of industrialization: number of establishments, number of employees, payroll, and value added by manufacturing. Manufacturing is by far the principal generator of income.

Much of the manufacturing activity is in the paper industry. There are several important mills and converters. Also, various other branches of manufacturing are well established, particularly foods, metalworking, and printing. A distinct tendency to diversification, with a broader metalworking base, is apparent.

The county is an important transportation center. The Port of Green Bay engages in world trade through the St. Lawrence Seaway. The county is served by the Chicago & North Western, Green Bay & Western, and the Milwaukee railroads, and by an extensive north-south and east-west highway network. Green Bay will before long be linked to the I-system.

St. Norbert College at De Pere offers four years of study in liberal arts. The University of Wisconsin recently established a four-year liberal arts college near Green Bay.

While Brown County has many nationally known industries, none is better known than the Green Bay Packers. The local enthusiasm for the team is shared by hundreds of thousands of other Wisconsin citizens.

Scheduled air service is available at Green Bay.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	279	251	253
Employees (1,000's)	20.1	17.5	16.2
% of state	3.71	3.49	3.16
Total payroll ($ millions)	$ 286.2	$ 171.7	$ 114.6
% of state	3.87	3.63	3.21
Avg. earnings/hr., prod. workers	$ 6.69	$ 4.34	$ 3.13
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 877.4	$ 383.6	$ 282.4
% of state	5.24	4.06	4.03
New mfg. capital expenditures ($ millions)	$ 140.2	$ 27.2	$ 29.8
% of state	11.79	5.08	5.78
Value of shipments ($ millions)	$ 2,571.7	$ 1,206.3	$ 726.4
% of state	6.58	5.67	5.42

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	23	13	2	7	4
Textiles, apparel, leather	5	1	0	0	0
Wood products, furniture	19	7	2	0	1
Paper, paper prods.	3	2	2	3	6
Chemicals, petrol., rubber & plastics	6	3	0	0	0
Metalworking, mach., transport. equip.	39	15	11	4	4
Printing & publishing	25	5	0	3	3
All other types	33	2	1	0	0

Factory jobs per 1,000 population, June, 1978

County 124 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Fort Howard Paper Co.	Green Bay	Paper products	2,800-2,899
The Procter & Gamble Paper Prods. Co.	Green Bay	Paper products	2,100-2,199
American Can Co.	Green Bay	Paper products	1,100-1,199
Packerland Packing Co., Inc.	Green Bay	Meat products (beef)	1,000-1,099
Paper Converting Machine Co.	Green Bay	Paper industry machinery	900-999
L. D. Schreiber Co., Inc.	Green Bay	Cheese products	800-899
Northwest Engineering Co.	Green Bay	Construction machinery	800-899
Green Bay Packaging Inc.	Green Bay	Paper cartons	600-649
Swift & Co.	Green Bay	Cheese products	400-449
Nicolet Paper Co. (Philip Morris)	DePere	Paper products	350-399

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
St. Vincent Hospital	Green Bay	Hospital	1,500-1,599
H. C. Prange Co.	Green Bay	Department store	1,100-1,199
Schneider Transport Co.	Green Bay	Trucking	1,100-1,199
Wisconsin Public Service Corp.	Green Bay	Utility	1,000-1,099
Bellin Memorial Hospital	Green Bay	Hospital	900-999

MANUFACTURING — ANALYSIS

A quick glance at "manufacturing" at the top of the page is all that is needed to recognize that this is a genuine growth area. Big money is being invested by paper companies and some others — about 12 percent of all capital expenditure in Wisconsin industry in 1977. The job growth is not as fabulous as the investment, since many of these big companies are very capital intensive. Yet, the job total reported for March 1979 (latest available) was about 20,900, or some 3,500 above 1972. (In June 1978, however, it was about 600 higher.) In addition to paper mills, the county has some big metalworking plants, and is very strong in food products. Very few new industries have been reported; the existing ones keep expanding.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 45,735	% of state	3.09
Per capita [r]	$ 267	State avg. $	320
Full value rate [s]	$ 20.44	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 2,645	% of state	3.60
Per capita [r]	$ 15,400	State avg. $	15,900
Manufacturing real estate ($1,000's)	$163,398	% of state	4.59

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 43,414	3.88
Corporate income	$ 10,900	4.12
Sales and use	$ 26,554	3.76

State Shared Taxes	($1,000's)	% of state
Total	$ 11,000	3.62
State Aids		
Payment to school districts	$ 25,370	4.03
Health & social services (co. govt. only)	$ 13,078	3.05
Transportation	$ 3,312	2.74

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Ashwaubenon, vil.	10,042	14,542	44.8
Denmark, vil.	1,364	1,652	21.1
Howard, vil.	4,911	7,277	48.2
Pulaski, vil.	1,717	1,909	11.2
Wrightstown, vil.	1,020	1,192	16.9
DePere, city	13,309	14,751	10.8
Green Bay, city	87,809	89,289	1.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	6,373	% of state	4.66

Valuation per unit, 1978:

$ 45,241	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 42,187	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	956	210,669	5.93
Manufacturing	163	49,530	5.25
Commercial	266	55,912	7.21
Amusement & recreation	30	5,621	4.75
Hotels, motels, etc.	4	490	0.99

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 338,600; Great Lakes/Mississippi shoreline 28 miles.

Acreage of named lakes 95; Total number of lakes 23; Lakes with public access 3

Total public land designated for recreation use 6,579 acres: Federal- 0 acres; State- 1,150 acres, County 2,262 acres; Other public areas [y] 3,167 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 19 Canoe pick-up services 0

Swimming [z] 8 areas

Fishing: Sample of fish caught— panfish, roughfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 6 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 229 sites

Major hiking trails 0 miles

Bicycling trails 43 miles

Snowmobiling trails open to public use 34 miles

Downhill skiing [z] 2 areas, 13 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 593 acres

OF SPECIAL INTEREST Cotton House, Fort Howard Hospital, Green Bay, Hazelwood, Nat'l Railroad Museum.

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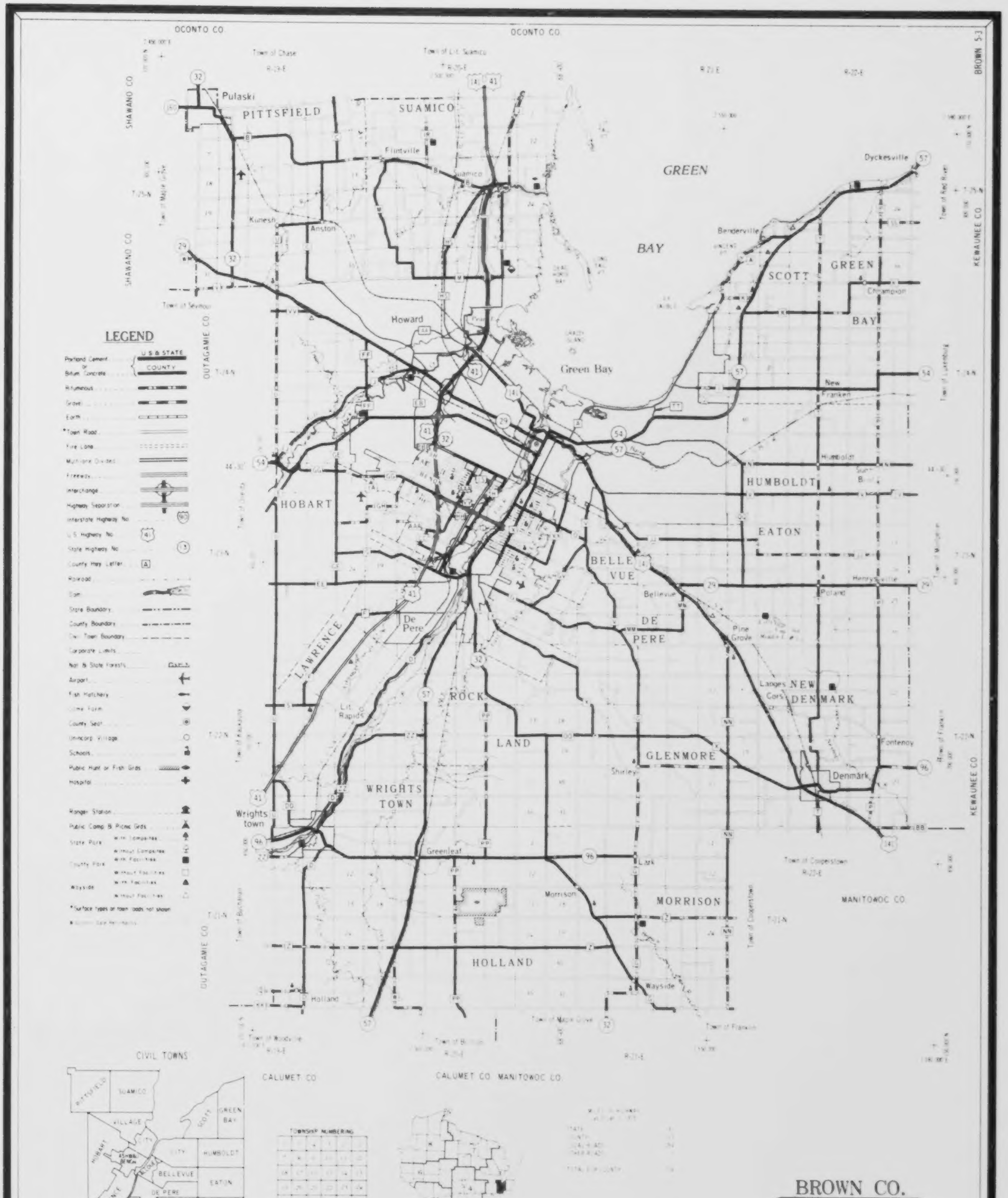
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


BROWN 5-3
OCONTO CO.
Town of Chase
Town of Lit. Suamico
SHAWANO CO.
KEWAUNEE CO.
OUTAGAMIE CO.
MANITOWOC CO.
CALUMET CO.
CALUMET CO. MANITOWOC CO.
Pulaski
PITTSFIELD
SUAMICO
Flintville
Suamico
Kunesh
Anston
Howard
GREEN
BAY
Green Bay
Benderville
SCOTT
GREEN
BAY
Champion
Dyckesville
New Franken
Humboldt
HUMBOLDT
EATON
HOBART
BELLE
VUE
Bellevue
Henrysville
Poland
DE
PERE
De Pere
LAWRENCE
Pine Grove
Langes Cors.
NEW
DENMARK
Denmark
Fontenoy
ROCK
LAND
Lit. Rapids
GLENMORE
Shirley
WRIGHTS
TOWN
Wrightstown
Greenleaf
Lark
Morrison
MORRISON
HOLLAND
Holland
Wayside
Town of Seymour
Town of Maple Grove
Town of Franklin
Town of Cooperstown
Town of Woodville
Town of Brillion
Town of Red River
Town of Luxemburg
Town of Montpelier
Town of Buchanan
Town of Kaukauna
Town of Oneida
T-25-N
T-24-N
T-23-N
T-22-N
T-21-N
R-19-E
R-20-E
R-21-E
R-22-E
R-23-E
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeways
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp. & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
CIVIL TOWNS
PITTSFIELD
SUAMICO
VILLAGE
SCOTT
GREEN BAY
HOBART
ASHWAUBENON
CITY
HUMBOLDT
BELLEVUE
EATON
LAWRENCE
DE PERE
ROCKLAND
GLENMORE
NEW DENMARK
WRIGHTSTOWN
HOLLAND
MORRISON
TOWNSHIP NUMBERING
BROWN CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin
SCALE
0
1
2
MILES
Corrected to
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
Grid based on Wisconsin coordinate system south central zones
BROWN 5-3

S 8703 S8690

BUFFALO COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

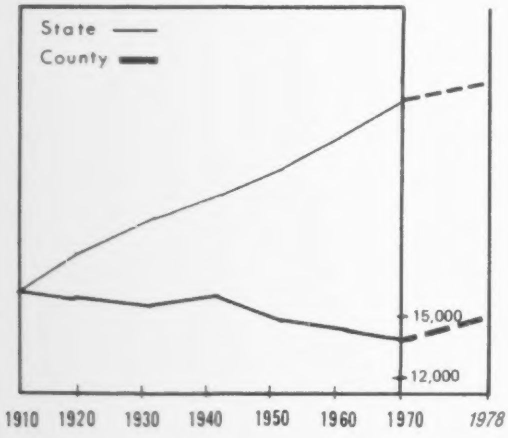
BUFFALO

This hilly upland area has large farms and not many inhabitants. There has been some industrial job growth. The bluffs along the Mississippi River offer scenic delights to the traveler.

POPULATION

1978 population [a]	14,666	% of state	0.32
1970 population [b]	13,743	% of state	0.31
1970-78 change (%)	6.7	State change	5.3 %
Net migration, 1960-70	1,577 out-		
Density, 1978 20.6	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	2,556	2,469	37	37	36	34
18-44	1,946	1,922	28	33	28	34
45-64	1,467	1,414	21	20	21	20
65 & over	946	1,023	14	10	15	12
Total	6,915	6,828	100%		100%	

Median age 30.5; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,518; State $ 10,068

Income Groups:	County %	State %
Under $4,000	23	13
$10,000 & over	30	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 80,587; % of state 0.25

Per capita $ 5,490; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 15,520
Gov't: state & local	$ 6,232
Retail trade	$ 5,616

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept)	Average Weekly Wages	Number of Establishments
Total	2,715	$ 158	288
Major Groups:			
Construction	186	$ 236	28
Manufacturing	345	$ 167	25
Transp., Util.	257	$ 280	22
Wholesale trade	215	$ 178	29
Retail trade	589	$ 94	91
Finance, Ins., etc.	99	$ 165	19
Services	366	$ 117	40
Government	646	$ 151	32

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,498	1,397	24.7	4.9
Nonfarm Proprietors	507	575	10.2	6.2
Wage & Salary Employment (major groups):				
Farm	355	514	9.1	2.1
Construction	W	105	1.9	3.4
Manufacturing	192	212	3.8	24.9
Transp., Util.	185	262	4.6	3.9
Wholesale trade	22	208	3.7	4.1
Retail trade	564	536	9.5	14.8
Finance, Ins., etc.	61	85	1.5	3.8
Services	371	513	9.1	15.9
Government	1,159	1,227	21.7	15.5
Total (Employment)	5,052	5,652	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,320	388,800
1977	1,330	389,300

% of land in farms, 1978	85	State 54%
Avg. size of farms, 1978	294 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	123 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 578	State avg. $ 737
CASH RECEIPTS, 1977		
Avg. per farm	$ 35,133	State avg. $ 32,493
Total ($1,000's)	$ 46,727	% of state 1.5

Major Groups	($1,000's)	% of State
Dairy products	$ 28,290	1.5
Meat animals	$ 7,879	1.6
Poultry & eggs	$ 4,377	3.7
Field crops	$ 4,557	1.6
All vegetables	$ 75	0.04
Specialty crops	$ 1,400	1.2

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 166,900

% of land area 37 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		6
Other softwoods	1,880	4,773	0
Oak	66,794	232,621	1,282
Maple (hard)	8,074	25,318	6
Aspen	13,778	25,217	33
Other hardwoods	52,622	118,539	150

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand and gravel

Value of product $ 728,000 % of state 0.58

Employment covered by U.C., 1977 (an avg.) [l]

County 6 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employmeent section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		147	1972	166
Sales ($1,000's):	1977	$ 27,090	% of state	0.18
	1972	$ 15,615	% of state	0.17
Sales per capita, 1977: Co.		$ 1,870	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 2,344	0.12
Foods	$ 3,622	0.13
Automotive	$ 6,100	0.20
Gas stations	$ 1,943	0.16
Apparel	$ W	—
Furnit., house equip.	$ 2,753	0.40
Eating & drinking places	$ 3,902	0.26
Drug stores	$ 767	0.20
Miscellaneous	$ 3,410	0.20

WHOLESALE TRADE

No. of establishments:	1977	26	1972	24
Sales ($1,000's):	1977	$ 21,942	% of state	0.11
	1972	$ 9,209	% of state	0.08

SERVICE INDUSTRIES

No. of establishments:	1977	85		
Total receipts, 1977 ($1,000's)		$ 2,029	% of state	0.08
Hotel, motels, recreation camps				
No. of establishments:	1977	5	1972	8
Receipts: ($1,000's)	1977	$ 71	% of state	0.03
	1972	$ 88	% of state	0.05
Amusements, recreation services				
No. of establishments:	1977	8	1972	7
Receipts: ($1,000's)	1977	$ 265	% of state	0.10
	1972	$ 112	% of state	0.06

[m] U.S., Bureau of the Census

BUFFALO COUNTY — A DESCRIPTION

Buffalo County, on the Mississippi River in west-central Wisconsin, is in the state's scenic western upland section. Broad, rolling uplands and deep valleys provide the typical landscape. Irregularities of the landscape were not smoothed out by comparatively recent glacial action as they were over eastern and northern Wisconsin.

Although the county has considerable acreage in rough and hilly land, the principal soil type (silt loam over limestone bedrock) is a productive soil. Farms are large and the rural areas have had a stamp of prosperity.

Buffalo County is one of many in this part of the nation that reached population peaks in 1900. The population loss of about 3 percent from 1960 to 1970 was typical of this area. The main trading center, Mondovi, gained only 18 inhabitants. Current estimates show some growth since 1970. Both state and federal estimates show some inmigration.

Population density of 21 persons per square mile is lower than that found in most of the western Wisconsin uplands, reflecting a somewhat larger than average size of farm (even for this region) and also the still modest development of industry and services. The largest incorporated place has only some 2,300 inhabitants.

Buffalo County has both a larger proportion of children than Wisconsin as a whole has and a larger proportion of persons 65 and older. The age group 18-44 is proportionately smaller. The birth rate has been comparatively high. Net out-migration (the numbers that moved out compared with the numbers that moved in) amounted to 1,600 between 1960 and 1970. Typically, young adults were most likely to move away.

Median family income is considerably below the state average. The income level fluctuates a great deal from year to year as determined by farm prices and farm output. The year 1977 was a good one for the farmers. After farm income, the leading sectors are state and local government and retail trade.

Retail sales in 1977 were .18 percent of the state total, while personal income was estimated to be .25 percent of the Wisconsin total. For shoppers goods, Winona, Minnesota, and Eau Claire probably more or less split the county from south to north.

Among those people working within the county, an unusually large proportion (24.7 percent) were farm proprietors. On the other hand, the proportion in manufacturing (3.8) was the lowest for any county in the state. It is obvious that far more than half of the factory workers who reside in the county are commuting to jobs in other counties. The comparative number employed in trades and other service was noticeably low. This is another indication of dependence of county residents on outside services. The government sector hires 22.2 percent of those employed within the county.

On the average, Buffalo County has the largest farms among Wisconsin counties. The land in farms is about 85 percent of the total land area, and this seems to be stabilizing. Farms averaged about 123 acres of cropland in 1974. The high cash sales per farm reflect the large farm size and cropland acreage. Dairying is the leading source of farm income, but hogs and beef cattle are important. The poultry industry has gained.

Manufacturing in Buffalo County is tied in about as directly as it could be with local raw materials. There is more milling of grain in the county than in most parts of Wisconsin. Logging and sawmill employment is now almost as large as that concerned with milk products.

Foresters estimate that 37 percent of the land area has a forest cover. Red oak, aspen, white oak, elm, and hard maple are the leading species. Mineral production reported in 1977 included limestone and sand and gravel. Sand and gravel are available along certain of the rivers.

Buffalo County took its name from its main river, which French explorers apparently named for the buffalo that ranged there. The county was created in 1854. There were settlements, including a Swiss one, before that. Because much of the area was prairie in nature, the homesteaders found it easy to prepare the land for cropping. There was some lumbering, but this area had little of the much-wanted pine. Raising of wheat reached a peak in the county by 1880, then the transition to dairying took place. In addition to German immigrants, there were relatively large numbers of Norwegians and Swiss.

Buffalo County is serviced (along the river) by the Burlington-Northern. The Green Bay & Western crosses the southern tip of the county. U. S. Highway 10 crosses the northeast corner of the county, heading toward the Twin Cities. St. Paul is about 80 miles from Mondovi. The Great River Road, state highway 35, parallels the Mississippi Valley. Scheduled air service is available at Eau Claire and La Crosse. For some residents the commuter service at Winona (Minn.) would be less distant.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	16	21
Employees (1,000's)	NA	.2	.1
% of state	—	0.04	0.02
Total payroll ($ millions)	$ NA	$ 1.4	$ .7
% of state	—	0.03	0.02
Avg. earnings/hr., prod. workers	$ NA	$ 3.33	$ 2.50
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 3.9	$ 1.9
% of state	—	0.04	0.03
New mfg. capital expenditures ($ millions)	$ NA	$ .2	$ .1
% of state	—	0.04	0.02
Value of shipments ($ millions)	$ NA	$ 14.0	$ 8.1
% of state	—	0.07	0.05

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	8	0	1	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	12	0	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	1	0	0	0	0
Printing & publishing	2	0	0	0	0
All other types	1	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 18 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Durand Canning Co.	Mondovi	Canned vegetables (seasonal)	100-149
LaCrosse Milling Co. (Ward Foods)	Cochrane	Animal feeds	70-89
Mondovi Foods Corp.	Mondovi	Pet food	30-49
Jackson Lumber Harvester Co.	Mondovi	Sawmill machinery	20-39
Buffalo Lumber & Tie Company Inc.	Cochrane	Sawmill products	10-19
Pfund Bros.	Mondovi	Sawmill products	10-19
Wayne Industries Inc.	Durand	Sawmill products	10-19
Mondovi Cabinet Company Inc.	Mondovi	Kitchen cabinets	10-19
Leirmo Lumber Inc.	Mondovi	Sawmill products	10-19
Steward Logging	Nelson	Logging	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Buffalo Memorial Hospital, Inc.	Mondovi	Hospital	130-149
Dairyland Power Coop.	Alma	Utility	120-149
Mondovi Implement Co.	Mondovi	Farm implement dealer	50-69
Mondovi Coop Equity Ass'n	Mondovi	Farm supplies	20-39
Vista Agri Buildings Inc.	Mondovi	Construction	20-39

MANUFACTURING — ANALYSIS

The county never had much manufacturing. Yet, it has witnessed job growth recently. The latest count available (for March 1979) was 309 jobs. That number is up 100 from the 1974 (pre-recession) level. Industry here means foods and wood products at this time. Evidently both have added jobs recently.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 3,452	% of state	0.23
Per capita [r]	$ 238	State avg. $	320
Full value rate [s]	$ 18.89	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 209	% of state	0.28
Per capita [r]	$ 14,400	State avg. $	15,900
Manufacturing real estate ($1,000's)	$ 1,178	% of state	0.03

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,255	0.20
Corporate income	$ 389	0.15
Sales and use	$ 1,903	0.27

State Shared Taxes	($1,000's)	% of state
Total	$ 1,152	0.38
State Aids		
Payment to school districts	$ 3,020	0.48
Health & social services (co. govt. only)	$ 1,104	0.26
Transportation	$ 777	0.64

[q] Wis. Dept of Revenue, *Property Tax, Taxes Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Cochrane, vil.	506	594	17.4
Alma, city	956	951	-0.5
Buffalo, city	671	894	33.2
Fountain City, city	1,017	1,089	7.1
Mondovi, city	2,338	2,325	-0.6

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 395 % of state 0.29

Valuation per unit, 1978:

$ 35,364 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 27,967 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	54	13,398	0.38
Manufacturing	6	529	0.06
Commercial	13	665	0.09
Amusement & recreation	0	0	—
Hotels, motels, etc.	0	0	—

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 461,400; Great Lakes/Mississippi shoreline 37 miles.

Acreage of named lakes 139; Total number of lakes 6; Lakes with public access 3

Total public land designated for recreation use 19,468 acres; Federal- 7,168 acres; State- 12,103 acres; County- 0 acres; Other public areas [y] 197 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 84; Canoe pick-up services 2

Swimming [z] 3 areas

Fishing: Sample of fish caught— panfish, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole 1 nine hole

Camping (developed & primitive) [z] 305 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 8 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 15,410 acres

OF SPECIAL INTEREST Merrick State Park, Tiffany Hunting and Fishing Grounds, Upper Miss. Nat'l Wildlife Refuge.

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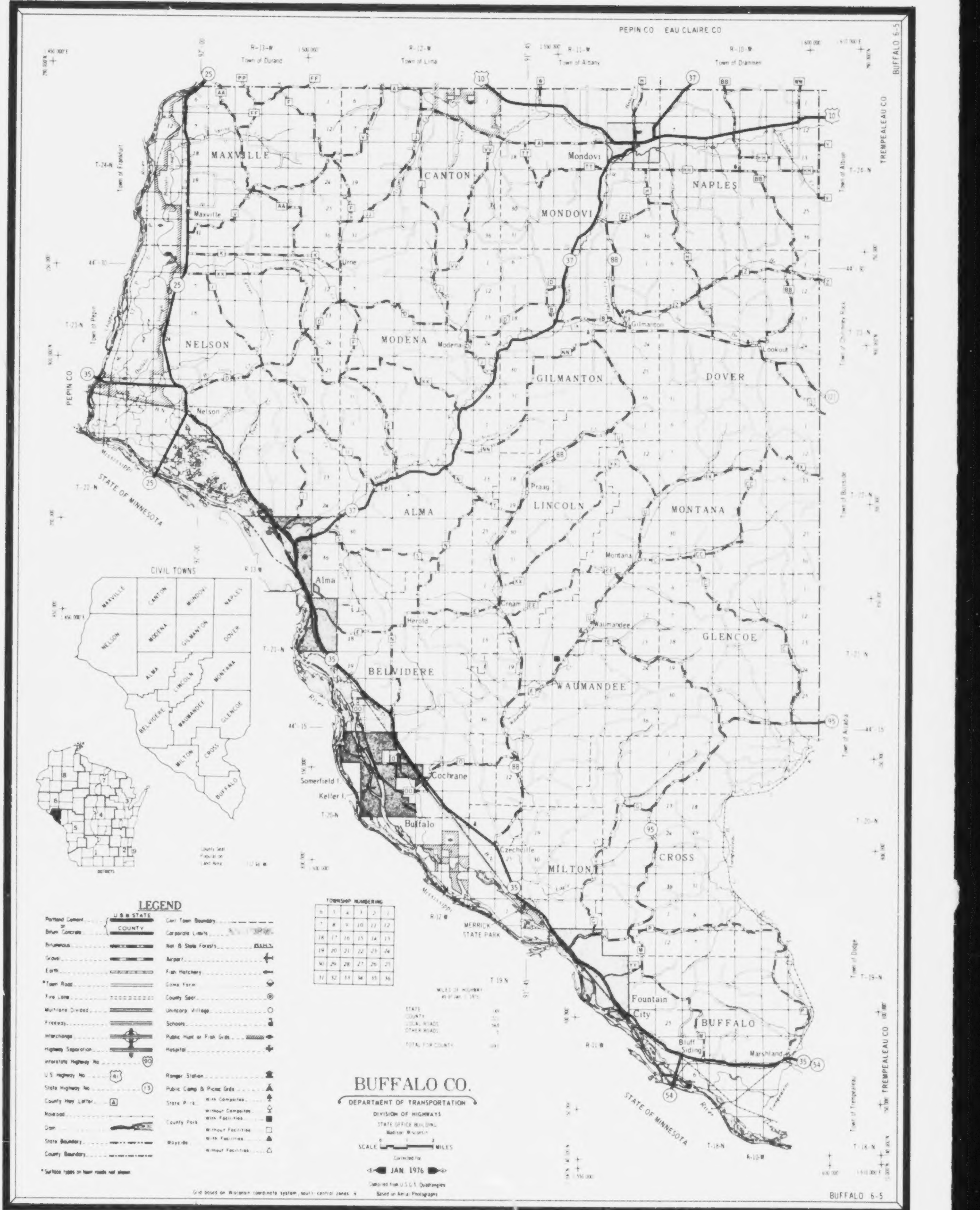
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


BUFFALO CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
Grid based on Wisconsin coordinate system, south central zones
BUFFALO 6-5
PEPIN CO
EAU CLAIRE CO
TREMPEALEAU CO
STATE OF MINNESOTA
Town of Durand
Town of Lima
Town of Albany
Town of Drammen
Town of Frankfort
Town of Pepin
Town of Albion
Town of Chimney Rock
Town of Burnside
Town of Arcadia
Town of Dodge
Town of Trempealeau
MAXVILLE
CANTON
MONDOVI
NAPLES
NELSON
MODENA
GILMANTON
DOVER
ALMA
LINCOLN
MONTANA
BELVIDERE
WAUMANDEE
GLENCOE
MILTON
CROSS
BUFFALO
Maxville
Urne
Mondovi
Modena
Gilmanton
Lookout
Nelson
Tell
Praag
Alma
Montana
Herold
Waumandee
Cochrane
Buffalo
Czechville
Fountain City
Bluff Siding
Marshland
Somerfield I.
Keller I.
MERRICK STATE PARK
Mississippi River
CIVIL TOWNS
DISTRICTS
County Seat
Population
Land Area
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
MILES OF HIGHWAY As of Jan. 1, 1976
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY
LEGEND
Portland Cement or Bitum Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park With Campsites
Without Campsites
County Park With Facilities
Without Facilities
Wayside With Facilities
Without Facilities
* Surface types on town roads not shown
T-24-N
T-23-N
T-22-N
T-21-N
T-20-N
T-19-N
T-18-N
R-13-W
R-12-W
R-11-W
R-10-W
44°-30'
44°-15'
10
25
35
37
88
95
54

6

58703 S6690

BURNETT COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

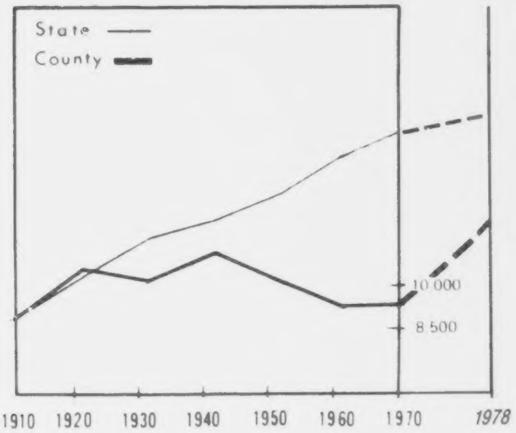
BURNETT

The large (estimated) population growth in this decade is hard to explain. It is true that Twin Cities interests have located some fair-sized plants in the county, but maybe retirees from the Twin Cities or commuters have had more to do with the population growth. Recreational opportunities are thought to be a big factor in the motivation of in-migrants.

POPULATION

1978 population [a]	11,463	% of state	0.25
1970 population [b]	9,276	% of state	0.21
1970-78 change (%)	23.6	State change	5.3 %
Net migration, 1960-70	24 out-		
Density, 1978 13.6	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	1,538	1,379	33	37	30	34
18-44	1,106	1,115	24	33	25	34
45-64	1,111	1,238	24	20	27	20
65 & over	948	841	20	10	18	12
Total	4,703	4,573	100%		100%	

Median age 39.4; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,050; State $ 10,068

Income Groups:	County %	State %
Under $4,000	31	13
$10,000 & over	23	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 50,636; % of state 0.16

Per capita $ 4,440; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 6,015
Gov't: state & local	$ 4,466
Farm	$ 3,563

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	2,201	$ 150	278
Major Groups:			
Construction	125	$ 181	48
Manufacturing	511	$ 175	23
Transp., Util.	104	$ 200	9
Wholesale trade	19	$ 154	9
Retail trade	489	$ 111	101
Finance, Ins., etc.	109	$ 180	10
Services	338	$ 128	41
Government	486	$ 160	35

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	631	569	14.9	4.9
Nonfarm Proprietors	429	540	14.1	6.2
Wage & Salary Employment (major groups):				
Farm	67	85	2.2	2.1
Construction	33	114	3.0	3.4
Manufacturing	339	591	15.4	24.9
Transp., Util.	117	112	2.9	3.9
Wholesale trade	29	17	0.4	4.1
Retail trade	428	497	13.0	14.8
Finance, Ins., etc.	50	98	2.6	3.8
Services	391	470	12.3	15.9
Government	654	739	19.3	15.5
Total (Employment)	3,183	3,835	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	540	112,300
1977	550	114,300

% of land in farms, 1978	21	State 54 %
Avg. size of farms, 1978	208 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	78 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 424	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 17,425	State avg. $ 32,493
Total ($1,000's)	$ 9,584	% of state 0.3

Major Groups	($1,000's)	% of State
Dairy products	$ 6,879	0.4
Meat animals	$ 1,374	0.3
Poultry & eggs	$ 86	0.07
Field crops	$ 580	0.2
All vegetables	$ 154	0.08
Specialty crops	$ 475	0.4

---

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 324,600

% of land area 60 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	38,014	64,267	1,412
Other softwoods	14,837	32,220	6
Oak	34,618	55,191	318
Maple (hard)	10,120	16,975	12
Aspen	60,782	61,354	63
Other hardwoods	52,733	62,932	68

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Sand and gravel, stone

Value of product $ 745,000 % of state 0.55

Employment covered by U.C., 1977 (an avg.) [l]

County 0 State 2,300

---

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 147 1972 153

Sales ($1,000's): 1977 $ 26,229 % of state 0.17

1972 $ 15,990 % of state 0.17

Sales per capita, 1977: Co. $ 2,339 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 4,139	0.42
Gen. merchandise	$ 946	0.05
Foods	$ 7,814	0.26
Automotive	$ 2,636	0.10
Gas stations	$ W	—
Apparel	$ W	—
Furnit., house equip.	$ W	—
Eating & drinking places	$ 4,526	0.30
Drug stores	$ W	—
Miscellaneous	$ 1,624	0.13

WHOLESALE TRADE

No. of establishments: 1977 11 1972 9

Sales ($1,000's): 1977 $ 3,044 % of state 0.02

1972 $ W % of state —

SERVICE INDUSTRIES

No. of establishments: 1977 117

Total receipts, 1977 ($1,000's) $ 2,520 % of state 0.12

Hotel, motels, recreation camps

No. of establishments: 1977 44 1972 46

Receipts: ($1,000's) 1977 $ 641 % of state 0.23

1972 $ 482 % of state 0.28

Amusements, recreation services

No. of establishments: 1977 8 1972 6

Receipts: ($1,000's) 1977 $ 252 % of state 0.09

1972 $ W % of state —

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[m] U.S., Bureau of the Census

BURNETT COUNTY — A DESCRIPTION

Burnett County is said by demographers to be growing very rapidly. This is not due to natural increase (births over deaths), but entirely to in-migration. Besides local job gains, another factor appears to be the attractiveness of lakes, woods, etc. to retired people, and even workers commuting to the Twin Cities.

As the St. Croix River winds south along Burnett County's western boundary, it forms the nose of the Indianhead figure traced out along the Wisconsin-Minnesota line. Glaciation has given this region its main topographic features. Thick glacial deposits cover a sandstone bedrock in the southern part of the county and ancient crystalline bedrock in the northern part. In addition to numerous lakes, the county has extensive swamplands. Crex Meadows is such an area, one which is developed as a wildlife management area. Hills rising 75 to 150 feet above the adjacent lowlands add scenic interest to the southern landscape.

About 60 percent of Burnett County has a forest cover, according to state and federal foresters. This is less than usual for a northern county, and seems to be accounted for by the large acreages in open swamp and marsh. The so-called "barrens" or "pine barrens," a band of sandy, level to gently rolling land, crosses the county in a north-easterly direction; this is jack pine and scrub oak country. Other areas have considerable aspen and other hardwoods.

For decades the county's economy consisted mainly of agriculture, forestry, and recreation. Manufacturing jobs in the county have increased in the long run, but have fluctuated greatly. Recent gains have been surprisingly large. Woodworking has generally been the leading industry, but the newer plants are of a miscellaneous character.

A big deficit of young adults (ages 18-44) shows up in the county population age pattern. The median age of 39.4 (half younger; half older) is far higher than the state median. Population density (persons per square mile) in Burnett County is about 14, compared with a 1970 state average of 85. This indicates the character of land use; only about 20 percent of the land is in farms.

As recently as 1950 the Census Bureau reported 1,478 farms. State statisticians are now estimating 540. Farm numbers and farm size seem to be stabilizing. Farm incomes are about half the state average, and are derived mainly from dairying. A total of 220 "farmers" said they worked off their farms for 100 days or more in 1969.

Jobs have been increasing in almost all categories except farm proprietors. The housing statistics show a significant volume of new housing being built, and the growth of jobs in construction has been substantial. Although government provides the most jobs, manufacturing generates the most income.

Median family income in the county was about $6,050 in 1969, according to the 1970 census. The state average was $10,068. The income level indicated is low even for northwestern Wisconsin; apparently it reflects the influence of both low income per farm operator and much part-time or seasonal work in the wood-linked industries. In 1977 the county had about .25 percent of the state's population, but .16 percent of income.

Retail sales were .17 percent of the state total in 1977. Retail trade is about what would be expected on the basis of local buying income, and some purchases by tourists and resort and cottage people. The resort business is rather small.

As organized in 1856, Burnett County contained part of what is now Minnesota. It was named for Thomas P. Burnett, who was prominent during Wisconsin's territorial days. The pineries of the area (first white and Norway pine, and later jack pine) were the basis of most industry until this century. A 4,000 acre cranberry marsh was developed in the 1870's, but was destroyed by a fire in 1894. Around the turn of the century dairying was introduced and eventually almost replaced an earlier, more diversified, general type of farming. Principal immigrant groups were Swedes and Norwegians.

Rail service is provided by the Soo Line to Siren and Webster. Grantsburg, the county seat, is about 80 miles northeast of St. Paul and 80 miles south of Superior. Interstate highway 35 from the Twin Cities to Duluth-Superior (on the Minneosta side) has been playing a role in economic development. Commuter flights are available at Hayward, closer than the big Minneapolis airport.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	24	25	24
Employees (1,000's)	.6	.4	.5
% of state	0.11	0.08	0.10
Total payroll ($ millions)	$ 5.2	$ 2.1	$ 2.7
% of state	0.07	0.04	0.08
Avg. earnings/hr., prod. workers	$ 4.22	$ 2.67	$ 2.22
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 11.5	$ 4.4	$ 4.1
% of state	0.07	0.05	0.06
New mfg. capital expenditures ($ millions)	$ 1.1	$ .3	$ .2
% of state	0.09	0.06	0.04
Value of shipments ($ millions)	$ 28.8	$ 7.8	$ 8.8
% of state	0.07	0.04	0.06

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	0	1	0	0	0
Textiles, apparel, leather	1	1	0	0	0
Wood products, furniture	4	2	2	1	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	6	1	1	1	0
Printing & publishing	1	0	0	0	0
All other types	1	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 43 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Parker-Hannifin, Quick Coupling Div.	Grantsburg	Couplings and accessories	175-199
McNally Industries, Inc.	Grantsburg	Precision machined parts	100-149
Northern Mfg. Co. Inc.	Grantsburg	Millwork products	70-99
North States Industries	Siren	Juvenile furniture	70-99
Penta Wood Products Inc.	Siren	Pressure treated posts, poles	50-69
Burnett Dairy Coop.	Grantsburg	Cheese	50-69
Action Jackets Inc.	Webster	Clothing	30-49
Doerr Electric Co.	Siren	Shaded pole electric motors	30-49
Peterson Lumber and Wood Products	Frederic	Sawmill products	10-19
Webster Concrete Products	Webster	Concrete block	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Burnett General Hospital Inc.	Grantsburg	Hospital	100-149
First Bank of Grantsburg	Grantsburg	Banking services	70-99
Capeside Cove Nursing Home	Siren	Nursing home	50-69
Northwestern Wis. Electric	Grantsburg	Utility	50-69
Rainbow Cafe	Grantsburg	Eating place	30-49

MANUFACTURING — ANALYSIS

Historically, this county has experienced wide swings in factory jobs. Recently, the situation has been exceptionally favorable. Twin Cities investors have given most of the impetus. The two largest plants are examples. The spurt from 494 jobs in June 1978 to 678 in March 1979 (latest data) is mostly a reflection of activity levels at Parker-Hannifin. Woodworking remains important.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,339	% of state	0.29
Per capita [r]	387	State avg.	$ 320
Full value rate [s]	$ 16.93	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 268	% of state	0.36
Per capita [r]	$ 23,900	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,615	% of state	0.07

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,272	0.11
Corporate income	$ 408	0.15
Sales and use	$ 1,385	0.20

State Shared Taxes	($1,000's)	% of state
Total	$ 553	0.18
State Aids		
Payment to school districts	$ 1,743	0.28
Health & social services (co. govt. only)	$ 1,383	0.32
Transportation	$ 1,107	0.91

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Grantsburg, vil.	930	1,103	18.6
Siren, vil.	639	863	35.0
Webster, vil.	502	618	23.1

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	813	% of state	0.59

Valuation per unit, 1978:

$ 33,735	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 27,492	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	64	6,149	0.17
Manufacturing	9	1,439	0.15
Commercial	15	[illegible]	0.08
Amusement & recreation	1	[illegible]	0.24
Hotels, motels, etc.	1	37	0.07

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 568,960. Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 28,274. Total number of lakes 431; Lakes with public access 105.

Total public land designated for recreation use 163,204 acres: Federal- 0 acres: State- 59,394 acres: County- 101,983 acres. Other public areas [y] 1,827 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 5,110; Canoe pick-up services 11

Swimming [z] 30 areas

Fishing: Sample of fish caught—Northern, panfish, bass, walleye.

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 618 sites

Major hiking trails 10 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 191 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 1 areas, 8 miles

Hunting 168,726 acres

OF SPECIAL INTEREST Crex Meadows, Fish Lake, Indian Fortifications, Logdam & Wildlife Refuge, St. Croix River State Forest

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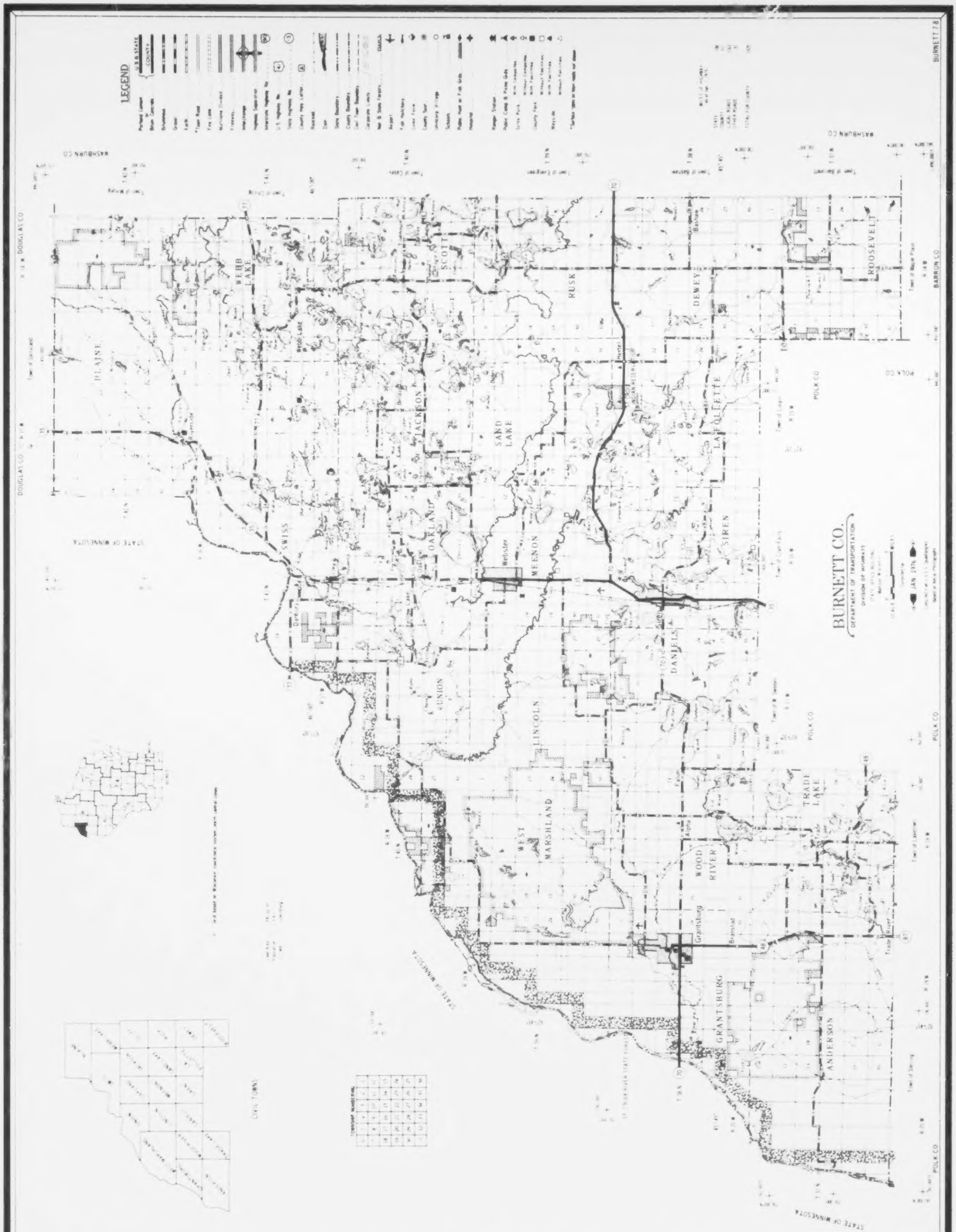
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


BURNETT CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
LEGEND
BURNETT 7.8
CIVIL TOWNS
STATE OF MINNESOTA
DOUGLAS CO.
WASHBURN CO.
BARRON CO.
POLK CO.
BLAINE
WEBB LAKE
SCOTT
JACKSON
RUSK
DEWEY
ROOSEVELT
SWISS
OAKLAND
SAND LAKE
LA FOLLETTE
UNION
MEENON
SIREN
DANIELS
LINCOLN
WEST MARSHLAND
WOOD RIVER
TRADE LAKE
GRANTSBURG
ANDERSON
Webster
Grantsburg
Siren
Webb Lake

58703 58670

CALUMET COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

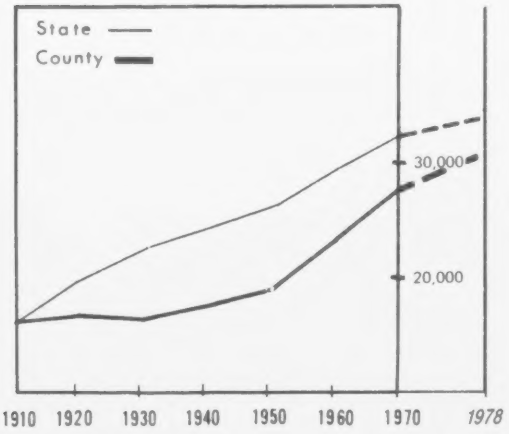
CALUMET

This is one of the most "industrialized" of Wisconsin's counties, with emphasis on machinery and equipment. Growth may be slower now than some years back, when the county sort of "took off," but the economy is far from stagnant. The farm land is good.

POPULATION

1978 population [a]	30,326	% of state	0.65
1970 population [b]	27,604	% of state	0.62
1970-78 change (%)	9.9	State change	5.3 %
Net migration, 1960-70	1,355 in-		
Density, 1978 96.3 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	% Distribution Female Co.	Female Wis.
Under 18	5,959	5,803	43	37	42	34
18-44	4,281	4,328	31	33	32	34
45-64	2,442	2,394	18	20	17	20
65 & over	1,135	1,262	8	10	9	12
Total	13,817	13,787	100%		100%	

Median age 23.2; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,132; State $ 10,068

Income Groups:	County %	State %
Under $4,000	12	13
$10,000 & over	51	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 190,065; % of state 0.60

Per capita $ 6,651; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 70,542
Farm	$ 17,849
Retail Trade	$ 9,325

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	9,240	$ 220	459
Major Groups:			
Construction	331	$ 247	59
Manufacturing	4,967	$ 274	48
Transp., Util.	145	$ 239	24
Wholesale trade	426	$ 269	28
Retail trade	1,291	$ 101	142
Finance, Ins., etc.	141	$ 159	29
Services	816	$ 131	90
Government	981	$ 167	27

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,532	1,385	11.5	4.9
Nonfarm Proprietors	700	771	6.4	6.2
Wage & Salary Employment (major groups):				
Farm	373	478	4.0	2.1
Construction	264	296	2.5	3.4
Manufacturing	4,025	4,725	39.2	24.9
Transp., Util.	248	240	2.0	3.9
Wholesale trade	139	388	3.2	4.1
Retail trade	935	1,368	11.4	14.8
Finance, Ins., etc.	135	127	1.1	3.8
Services	830	1,021	8.5	15.9
Government	1,162	1,202	10.0	15.5
Total (Employment)	10,357	12,054	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,280	188,300
1977	1,290	189,600

% of land in farms, 1978	93	State 54 %
Avg. size of farms, 1978	147 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	108 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 989	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 36,852	State avg. $ 32,493
Total ($1,000's)	$ 47,539	% of state 1.5

Major Groups	($1,000's)	% of State
Dairy products	$ 33,256	1.8
Meat animals	$ 4,902	1.0
Poultry & eggs	$ 916	0.8
Field crops	$ 3,110	1.1
All vegetables	$ 1,555	0.8
Specialty crops	$ 537	0.4

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres)	26,700	
% of land area	13	State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		1
Other softwoods	1,793	3,524	1
Oak	4,945	17,757	30
Maple (hard)	1,288	3,404	12
Aspen	1,248	1,185	6
Other hardwoods	9,172	21,424	137

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 17 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	267	1972	325
Sales ($1,000's): 1977	$ 62,975	% of state	0.42
1972	$ 38,413	% of state	0.41
Sales per capita, 1977: Co.	$ 2,112	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 5,259	0.53
Gen. merchandise	$ 1,709	0.09
Foods	$ 17,655	0.58
Automotive	$ 16,513	0.56
Gas stations	$ 3,740	0.30
Apparel	$ 2,130	0.38
Furnit., house equip.	$ 2,002	0.29
Eating & drinking places	$ 9,609	0.63
Drug stores	$ 1,348	0.35
Miscellaneous	$ 3,010	0.20

WHOLESALE TRADE

No. of establishments: 1977	58	1972	51
Sales ($1,000's): 1977	$ 64,842	% of state	0.33
1972	$ 23,451	% of state	0.22

SERVICE INDUSTRIES

No. of establishments: 1977 159

Total receipts, 1977 ($1,000's) $ 10,341 % of state 0.39

Hotel, motels, recreation camps

No. of establishments: 1977	8	1972	6
Receipts: ($1,000's) 1977	$ 1,178	% of state	0.43
1972	$ W	% of state	—

Amusements, recreation services

No. of establishments: 1977	16	1972	23
Receipts: ($1,000's) 1977	$ 1,306	% of state	0.48
1972	$ 1,284	% of state	0.73

[m] U.S., Bureau of the Census

CALUMET COUNTY — A DESCRIPTION

Wheras state demographers are saying that this county is gaining population rather rapidly, the federal ones are reporting only modest growth since 1970. New housing volume has not been too impressive, but some large industrial expansions are reported. The 1980 Census should settle the population matter.

Calumet County, on the eastern shore of Lake Winnebago, lies at the closest points within 15 airline miles west of Lake Michigan, and 90 airline miles north of the Wisconsin-Illinois line. The greater part of the topography is gently rolling. The most prominent topographic feature is the Niagara Cuesta, a ridge with a steep escarpment facing west and a long, gentle backslope.

The county in the last several decades has seen a rapid expansion of manufacturing industry. Calumet remains a substantial agricultural county (in 1977 farming still occupied 15.6 percent of the labor force), but manufacturing before 1960 had taken the lead as the largest employer of labor. Population during the 1950's increased by 18.2 percent, compared with 15.1 percent for the state. During the 1960's the growth rate went up to 24 percent. The county is now included in the Appleton-Oshkosh standard metropolitan area. Despite the growth of manufacturing, the county retains many rural characteristics. Population density of 96 persons per square mile is fairly light. Incorporated places are small, the largest being about 3,000. Through annexations, Appleton (about 60,000) extends into the county.

The birth rate is about as high as anywhere in Wisconsin. By state standards, the proportion of persons under 18 is large. The county was not able to hold all its natural increase in the decade of the 1950's: some 260 more persons moved out of the county than moved in. In the 1960's this changed to a net movement into the county—about 1,350. Current migration trends are uncertain.

Median family income at $10,132 in 1969 ran above the state median of $10,068. Calumet incomes compare well with counties away from the great population centers. In 1977 Calumet County had about .60 percent of the state's personal income, for about .65 percent of the Wisconsin population.

Although a high percentage of the land is in farms, the average size is still quite small for even Wisconsin. This obviously goes back to original settlement times. Some say it is partly culture and partly the consequence of severe land-clearing problems in the region from Lake Winnebago to Lake Michigan. Trees were large, and the stand was heavy. Average sales per farm of $37,000 in 1977 exceed the state average. Dairy products are the largest source of farm income—overwhelmingly so.

Only 13 percent of the land area is in woodlands, compared with a state figure of 43 percent. Elm, oak, and maple are the most common species. The principal minerals produced are sand and gravel, and crushed limestone.

Lacking large trading centers, the county's retail sales are about what one would anticipate. Per capita sales in 1977 were $2,112, compared with the state average of $3,226. Wholesale trade is small, but showed a big increase, 1972 to 1977.

The Censuses of Manufactures show that the county made gains relative to the state in such measures as number of employees, payroll, and value added by manufacture. This continues a growth trend that was even more dramatic between 1947 and 1958. The county is especially strong in the metalworking and machinery classification. Its neighboring counties in the Fox River Valley are highly important producers of paper and paper products. Calumet is the most industrialized county in Wisconsin, if measured by factory jobs as a percentage of all county jobs—39.2 percent in 1977. Interestingly, employment in government is very small for a county of this size.

The first permanent settlements in the county were made by the Stockbridge and the Brothertown Indians, who were relocated here from New York State. White settlement began in the 1830's, but growth was slower than in the Lake Michigan counties. Wheat was the principal crop until 1870, when dairying became the main source of farm income. Among immigrants, the Germans were predominant.

The county is served by the Soo Line, the Milwaukee Road, and a local line, the Brillion & Forest Junction. Lake Winnebago to the west breaks up the regional east-west transportation pattern. For most residents the nearest airport with scheduled flights would be at Appleton, where commuter service is available. Republic Airlines serves Manitowoc and Oshkosh.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	59	58	61
Employees (1,000's)	5.0	4.5	4.3
% of state	0.92	0.90	0.84
Total payroll ($ millions)	$ 64.0	$ 40.2	$ 26.6
% of state	0.87	0.85	0.74
Avg. earnings/hr., prod. workers	$ 6.32	$ 4.16	$ 2.86
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 173.6	$ 87.2	$ 58.1
% of state	1.04	0.92	0.83
New mfg. capital expenditures ($ millions)	$ 10.5	$ 3.8	$ 4.6
% of state	0.88	0.71	0.91
Value of shipments ($ millions)	$ 420.2	$ 228.2	$ 150.2
% of state	1.08	1.07	0.97

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	11	3	0	1	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	2	1	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	11	3	1	1	5
Printing & publishing	6	0	0	0	0
All other types	6	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 162 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Lauson Engine Div (Tecumseh)	New Holstein	Internal combustion engines	1,600-1,699
Brillion Iron Works (Beatrice)	Brillion	Grey iron castings, machinery	900-999
Ariens Company	Brillion	Lawn and garden equipment	600-699
Chilton Metal Products	Chilton	Sheet metal prod., stampings	300-349
Chromalloy American Corp.	New Holstein	Construction machinery	250-299
Leverenz Shoe Co.	New Holstein	Shoes	100-149
Aluminum Specialty Co.	Chilton	Stamped metal products	100-149
M-B Company Inc.	Chilton	Road marking equipment	70-99
Kestell Furniture Company, Inc.	New Holstein	Wooden folding furniture	30-49
Chilton Manufacturing Corp.	Chilton	Farm implement parts	30-49

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Calumet Memorial Hospital	Chilton	Hospital	150-199
Dremel Management Inc.	Chilton	Nursing home	150-199
Darboy Club	Appleton	Night club	70-99
Metergas, Inc.	New Holstein	Bottled gas dealer	50-69
Endries	Brillion	Hardware, etc. dealer	50-69

MANUFACTURING — ANALYSIS

The "take-off" period for industrial expansion in this heavily industrialized county was quite some years back, when the makers of machinery and internal combustion engines were established. Gibson Bros. (garden tractors) has decided to join the local crowd that attaches an engine to some sort of chassis. There is lots of metal working skill.

March 1979 job figures (latest available), at 5,619, were around 100 above June 1974 (pre-recession). The 1974-75 period was rather unfavorable in the county. Few new companies have located here in recent times, but existing ones are expanding.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)

Total ($1,000's)	$ 8,744	% of state	0.59
Per capita [r]	$ 293	State avg.	$ 320
Full value rate [s]	$ 20.92	State avg.	$ 22.31

Property Assessment—full value

Total ($ millions)	$ 471	% of state	0.64
Per capita [r]	$ 15,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 33,458	% of state	0.94

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 6,561	0.59
Corporate income	$ 1,523	0.58
Sales and use	$ 4,382	0.62

State Shared Taxes	($1,000's)	% of state
Total	$ 1,727	0.57
State Aids		
Payment to school districts	$ 3,397	0.54
Health & social services (co. govt. only)	$ 1,472	0.34
Transportation	$ 709	0.59

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only

[s] Per $1,000 of value, real estate full value rate

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Hilbert, vil	896	1,031	15.1
Sherwood, vil	350	368	5.1
Stockbridge, vil	582	579	-0.5

	1970	1978 [t]	% Change 1970-78
Brillion, city	2,588	2,743	6.0
Chilton, city	3,030	2,944	-2.8
New Holstein, city	3,012	3,317	10.1

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 468 % of state 0.34

Valuation per unit, 1978:

$ 45,737 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 39,126 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	141	24,188	0.68
Manufacturing	41	13,063	1.38
Commercial	39	3,785	0.49
Amusement & recreation	2	190	0.16
Hotels, motels, etc.	1	43	0.0[illegible]

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 251,500; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 105, Total number of lakes 10; Lakes with public access 5

Total public land designated for recreation use 7,236 acres: Federal- 0 acres, State- 6,753 acres; County- 200 acres; Other public areas [y] 283 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 4; Canoe pick-up services 0

Swimming [z] 4 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 68 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 14 miles

Downhill skiing [z] 1 areas, 5 runs

Cross country skiing [z] 3 areas, 9 miles

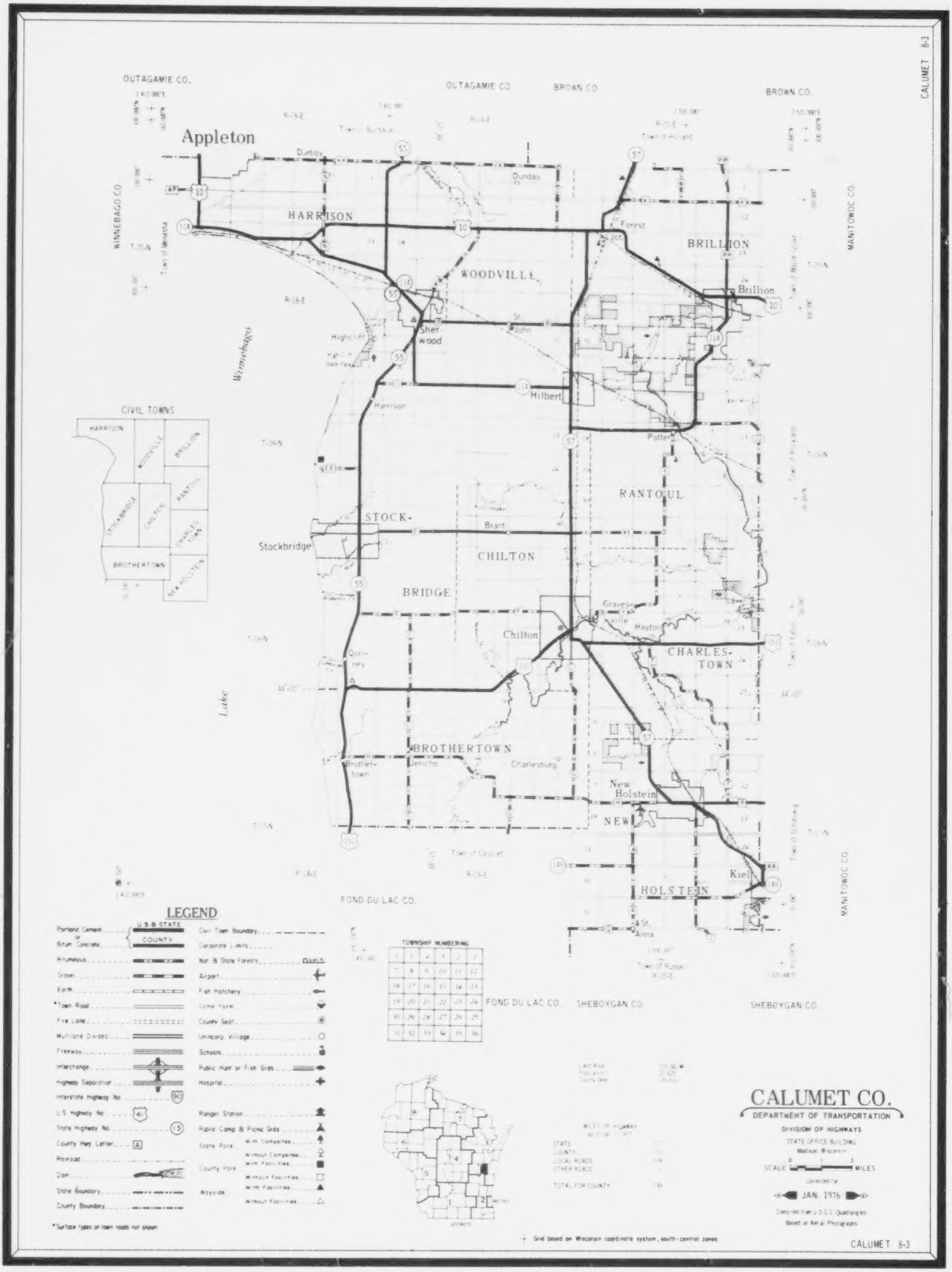
Hunting 6,919 acres

OF SPECIAL INTEREST Calumet Co. Hist. Society Farm Museum, High Cliff State Park, Lake Winnebago

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


OUTAGAMIE CO.
OUTAGAMIE CO.
BROWN CO.
BROWN CO.
WINNEBAGO CO.
MANITOWOC CO.
MANITOWOC CO.
FOND DU LAC CO.
FOND DU LAC CO.
SHEBOYGAN CO.
SHEBOYGAN CO.
Appleton
Darboy
Dundas
Forest
Brillion
St. John
Sherwood
Highcliff
High Cliff State Park
Hilbert
Harrison
Potter
Brant
Stockbridge
Gravesville
Hayton
Chilton
Quinney
Brothertown
Jericho
Charlesburg
New Holstein
Kiel
St. Anna
HARRISON
WOODVILLE
BRILLION
RANTOUL
STOCK-
BRIDGE
CHILTON
CHARLES-
TOWN
BROTHERTOWN
NEW
HOLSTEIN
Lake
Winnebago
Town of Buchanan
Town of Holland
Town of Menasha
Town of Maple Grove
Town of Rockland
Town of Eaton
Town of Schleswig
Town of Calumet
Town of Russell
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44°00'
CIVIL TOWNS
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STOCKBRIDGE
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RANTOUL
CHARLESTOWN
BROTHERTOWN
NEW HOLSTEIN
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
LEGEND
U S & STATE
COUNTY
Portland Cement or Bitum Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No
U S Highway No
State Highway No
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp Village
Schools
Public Hunt or Fish Grds
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park with Campsites
without Campsites
County Park with Facilities
without Facilities
Wayside with Facilities
without Facilities
*Surface types on town roads not shown
+ Grid based on Wisconsin coordinate system, south-central zones

CALUMET CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS

STATE OFFICE BUILDING
Madison Wisconsin

SCALE 0 1 2 MILES

Corrected for

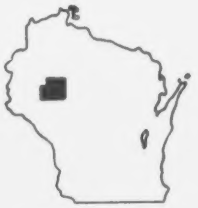
JAN. 1976

Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs

51703 S8693

CHIPPEWA COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702



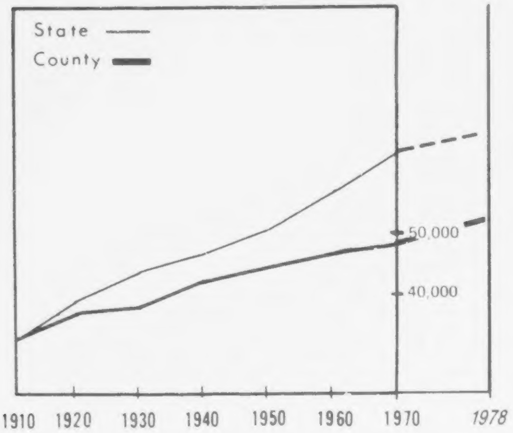
CHIPPEWA

The big ordnance plant on the north edge of Eau Claire has its active and inactive periods. Now (early 1980) it is inactive. Excluding this plant, Chippewa County has experienced substantial job growth. The economy is well diversified, with a strong agricultural sector.

POPULATION

1978 population [a]	50,552	% of state	1.09
1970 population [b]	47,417	% of state	1.08
1970-78 change (%)	5.9	State change	5.3 %
Net migration, 1960-70	2,537 out-		
Density, 1978	49.3 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	9,476	9,027	40	37	38	34
18-44	7,204	7,227	30	33	30	34
45-64	4,699	4,778	20	20	20	20
65 & over	2,418	2,888	10	10	12	12
Total	23,797	23,920	100%		100%	

Median age 26.4; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,855; State $ 10,068

Income Groups:	County %	State %
Under $4,000	16	13
$10,000 & over	42	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 275,998; % of state 0.86

Per capita $ 5,583; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 45,660
Gov't: state & local	$ 39,022
Services	$ 23,696

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	12,217	$ 184	951
Major Groups:			
Construction	782	$ 225	121
Manufacturing	3,991	$ 210	87
Transp., Util.	369	$ 186	58
Wholesale trade	570	$ 210	71
Retail trade	2,152	$ 124	296
Finance, Ins., etc.	306	$ 167	55
Services	1,743	$ 152	194
Government	2,211	$ 206	51

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,385	2,160	11.1	4.9
Nonfarm Proprietors	1,557	1,699	8.7	6.2
Wage & Salary Employment (major groups):				
Farm	583	814	4.2	2.1
Construction	572	603	3.1	3.4
Manufacturing	2,765	3,690	19.0	24.9
Transp., Util.	472	421	2.2	3.9
Wholesale trade	233	602	3.1	4.1
Retail trade	1,940	2,126	10.9	14.8
Finance, Ins., etc.	W	W	—	3.8
Services	1,615	2,268	11.7	15.9
Government	4,345	4,691	24.1	15.5
Total (Employment)	16,707	19,465	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	2,000	450,000
1977	2,010	451,100

% of land in farms, 1978	70	State 54%
Avg. size of farms, 1978	225 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	107 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 399	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 32,600	State avg. $ 32,493
Total ($1,000's)	$ 65,527	% of state 2.1

Major Groups	($1,000's)	% of State
Dairy products	$ 51,945	2.7
Meat animals	$ 7,265	1.4
Poultry & eggs	$ 1,131	1.0
Field crops	$ 2,864	1.0
All vegetables	$ 510	0.3
Specialty crops	$ 1,344	1.1

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture*

FORESTRY [i]

Area in forest (acres) 213,900

% of land area 33 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl.w/other sftwds		99
Other softwoods	20,090	56,202	42
Oak	35,558	79,264	399
Maple (hard)	5,467	14,345	126
Aspen	27,334	18,473	846
Other hardwoods	34,412	56,033	769

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Sand and gravel

Value of product	$ 1,042,000	% of state 0.77

Employment covered by U.C., 1977 (an avg.) [l]

County 4 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*.

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	513	1972	571
Sales ($1,000's): 1977	$ 140,847	% of state	0.94
1972	$ 84,603	% of state	0.91
Sales per capita, 1977: Co.	$ 2,802	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 17,926	1.82
Gen. merchandise	$ 6,080	0.32
Foods	$ 25,347	0.81
Automotive	$ 44,899	1.48
Gas stations	$ 14,796	1.18
Apparel	$ 3,265	0.58
Furnit., house equip.	$ 3,588	0.53
Eating & drinking places	$ 11,646	0.77
Drug stores	$ 2,882	0.76
Miscellaneous	$ 10,418	0.67

WHOLESALE TRADE

No. of establishments: 1977	84	1972	97
Sales ($1,000's): 1977	$ 139,074	% of state	0.71
1972	$ 76,184	% of state	0.70

SERVICE INDUSTRIES

No. of establishments: 1977 364

Total receipts, 1977 ($1,000's) $ 14,927 % of state 0.58

Hotel, motels, recreation camps

No. of establishments: 1977	35	1972 44
Receipts: ($1,000's) 1977	$ 1,084	% of state 0.39
1972	$ 949	% of state 0.55

Amusements, recreation services

No. of establishments: 1977	44	1972 33
Receipts: ($1,000's) 1977	$ 3,520	% of state 1.30
1972	$ 1,474	% of state 0.84

[m] U.S., Bureau of the Census

CHIPPEWA COUNTY — A DESCRIPTION

Chippewa County, in northwestern Wisconsin, is among the leading Wisconsin counties in dairying. It has grown in industrial stature to the point where inhabitants look to manufacturing more than to agriculture for their source of livelihood. Chippewa Falls and Eau Claire, located some 85 miles east of the Twin Cities of Minnesota, appear to be well on their way to becoming the Twin Cities of Wisconsin. The new Eau Claire standard metropolitan statistical area includes Chippewa county.

The county is entirely within the drainage system of the Chippewa River and its tributaries. Another important physiographic feature is the terminal moraine section in, generally speaking, the northern part of the county. This is part of the Wisconsin glacial moraine, from the latest ice sheet advance. Part of this section is included in the Ice Age National Monument. The terminal moraine section has many lakes and potholes. There is considerable recreational development.

Chippewa County has mostly gently rolling landscape, and some parts were prairie rather than forest. Here, the northern highlands seem to meet central Wisconsin's sandy plains and quartzite ridges. Falls along the Chippewa River are indicative of this transition.

Population has increased quite consistently. The county did not make spectacular gains in any particular period, as did Eau Claire during World War II. There are comparatively more children and youths under 18 years of age in Chippewa County than in Wisconsin as a whole, maybe because several hundred children at Northern Colony and Training Center were, by rule, included in the 1970 Census. However, compared with much of Wisconsin the fertility is fairly high. Approximately 4,800 more individuals moved out of the county between 1950 and 1960 than moved in. The 1960-1970 figure was smaller—2,537. The 1978 population estimate shown suggests some in-migration. Federal estimates show less growth.

Incomes in Chippewa County are somewhat higher than in most of western and northern Wisconsin, but not as high as the state average. The county's share of Wisconsin personal income (1977) was .86 percent, for 1.09 percent of the state's population.

In 1960 the labor force included more agricultural (etc.) workers than factory workers. By 1970 this had changed. Agricultural employment in 1977 was reported by 15.3 percent of the people working within the county. Comparative manufacturing figures were 19.0 percent for Chippewa County and 24.9 percent for the state.

As is explained in the page covering manufacturing, the job statistics are made complicated by the National Presto plant. State statisticians put it in Eau Claire County and Federal (Social Security) ones locate it in Chippewa. In any event, the plant (reopened in 1966) had 3,000 or more workers for several years. Early in 1979 the figure was around 400. Workers in the two counties evidently bore the brunt of this decrease. Apart from the ordnance plant, factory job growth has been fairly robust in Chippewa County over the past decade.

Chippewa County has a large number of food processors. Meats, butter, cheese, and vegetables are among the food products. There are several small woodworking plants as well as the large one at Stanley. Chippewa Falls has had an exceptionally large number of leather products plants, and still has several hundred workers in shoe-making establishments. Chippewa Falls has become known for its firms in some way related to plastics—from forming machinery to film.

Farm numbers decreased from 3,445 in 1950 to about 2,000 now. Part of the change is due to a more rigorous definition of a farm. Now, farm numbers and land in farms seem to be changing more slowly. Cropland per farm is average for that part of the state. Dairy products provide most of the farm income. Incomes of farmers are at the state average.

Thirty-three percent of Chippewa County's land area is considered to be forested. This is below the state average. Leading species include oak and aspen. Sand and gravel is the only mineral production reported.

Retail sales in 1977 were reported to be $140,847,000, or $2,802 per capita. The county claimed more of the state's business in 1977 than in 1972. The kind of business with the largest percentage of all Wisconsin sales was lumber, hardware, and farm equipment, which is typical of this kind of county. Sales of gas stations were also large, and apparently reflect tourist business.

Chippewa County derives its name from the Indian word "Ojibewa," the name of a tribe. The Chippewas were in control of this general region when boundaries were being fixed by the territorial legislature. White pine was abundant in the virgin forests of this section, and Chippewa Falls became a great sawmill center. French-Canadians were among the first woodsmen, and also English, Irish and Scotch. German and Norwegian settlers came somewhat later. Dairying became the predominant farm activity by the turn of the century, and this became one of the butter-making centers of the nation.

Railroad service is provided by the Soo Line, and the Chicago & North Western. Eau Claire State University and Stout University are both within commuting distance of much of the county. The interstate highway system is about 15 miles to the south of Chippewa Falls. Scheduled air service is available at Eau Claire.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	103	81	85
Employees (1,000's)	4.1	5.7	5.4
% of state	0.76	1.14	1.05
Total payroll ($ millions)	$ 43.2	$ 55.8	$ 34.7
% of state	0.58	1.18	0.97
Avg. earnings/hr., prod. workers	$ 5.05	$ 4.54	$ 2.75
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 111.1	$ 118.1	$ 92.7
% of state	0.66	1.25	1.32
New mfg. capital expenditures ($ millions)	$ 8.0	$ 2.7	$ 4.7
% of state	0.67	0.50	0.93
Value of shipments ($ millions)	$ 353.7	$ 300.0	$ 207.7
% of state	0.91	1.41	1.34

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	9	3	0	1	1
Textiles, apparel, leather	1	0	0	2	1
Wood products, furniture	15	3	2	0	0
Paper, paper prods.	1	1	0	1	0
Chemicals, petrol., rubber & plastics	2	1	1	1	0
Metalworking, mach., transport. equip.	11	3	4	3	0
Printing & publishing	10	1	0	0	0
All other types	6	1	1	0	0

Factory jobs per 1,000 population, June, 1978

County 78 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Mason Shoe Mfg. Co.	Chippewa Falls	Shoes	250-299
Packerland Packing Co.	Chippewa Falls	Meat packing	250-299
Chippewa Shoe Co.	Chippewa Falls	Shoes, boots	200-249
Amoco Chemicals Corp.	Chippewa Falls	Plastic products	200-249
Cray Research Inc.	Chippewa Falls	Large-scale computers	200-249
Falls Dairy Co.	Jim Falls	Milk products	150-199
Phoenix Steel Inc.	Eau Claire	Fabricated structural metal prod.	150-199
Johnson Plastics Machinery (Leesona)	Chippewa Falls	Plastics extrusion systems	150-199
F & F Shoe Co.	Chippewa Falls	Shoes, boots	150-199
Howell-Stanley Div. (Burd)	Stanley	Wood products	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Northern Wis. Center for Dev. Disabled	Chippewa Falls	Institutional care	1,100-1,199
St. Joseph's Hospital	Chippewa Falls	Hospital	400-449
Victory Memorial Hospital	Stanley	Hospital	150-199
Bloomer Community Hospital	Bloomer	Hospital	100-149
Chippewa Manor	Chippewa Falls	Nursing home	70-99

MANUFACTURING — ANALYSIS

It is difficult to assess trends in factory jobs in Chippewa County because the Census Bureau and the U.C. people differ on whether the shell-casings plant on the north edge of Eau Claire is in Chippewa or Eau Claire County. The Census puts it in Chippewa (probably correct technically), but the U.C. people consider it to be more closely identified with Eau Claire. Note that the "manufacturing" section at the top of the page shows declining employment. U.C. data, on the other hand, shows a rather sizable factory job growth recently. (For U.C., Eau Claire is a big loser recently.) As late as 1970 Presto had 3,000 workers, but is now (1979) around 400. For the two counties, U.C. employment dropped from about 11,400 in March 1971 to 9,100 in March 1979. (Presto jobs declined more than this.)

Considering U.C. data, Chippewa County's job growth has been substantial in this decade. There are several new small plants, and existing ones have added to their investments. There is little metalworking, but otherwise good diversity. Lots of shoes are made. Cray Research has announced a sizable expansion program.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 10,282	% of state	0.69
Per capita [r]	$ 205	State avg.	$ 320
Full value rate [s]	$ 18.27	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 651	% of state	0.89
Per capita [r]	$ 13,000	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 36,062	% of state	1.01

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 8,324	0.74
Corporate income	$ 2,291	0.87
Sales and use	$ 6,740	0.95

State Shared Taxes	($1,000's)	% of state
Total	$ 3,098	1.02
State Aids		
Payment to school districts	$ 8,813	1.40
Health & social services (co. govt. only)	$ 6,823	1.59
Transportation	$ 1,799	1.49

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Boyd, vil.	574	619	7.8
Cadott, vil.	977	1,075	10.0
New Auburn, vil.*	368	401	9.0
Bloomer, city	3,143	3,378	7.5
Chippewa Falls, city	12,351	12,714	2.9
Cornell, city	1,616	1,550	-4.1
Stanley, city	2,049	2,049	0.0

*total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	1,465	% of state	1.07

Valuation per unit, 1978:

$ 37,109	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 30,660	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	259	33,009	0.93
Manufacturing	49	7,685	0.81
Commercial	61	6,133	0.79
Amusement & recreation	7	998	0.84
Hotels, motels, etc.	7	340	0.68

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 666,880; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 19,082; Total number of lakes 450; Lakes with public access 56

Total public land designated for recreation use 37,604 acres: Federal- 0 acres; State- 3,905 acres; County- 31,960 acres; Other public areas [y] 1,739 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 52; Canoe pick-up services 6

Swimming [z] 12 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, muskellunge

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 6 nine hole

Camping (developed & primitive) [z] 1,126 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 67 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 3 areas, 37 miles

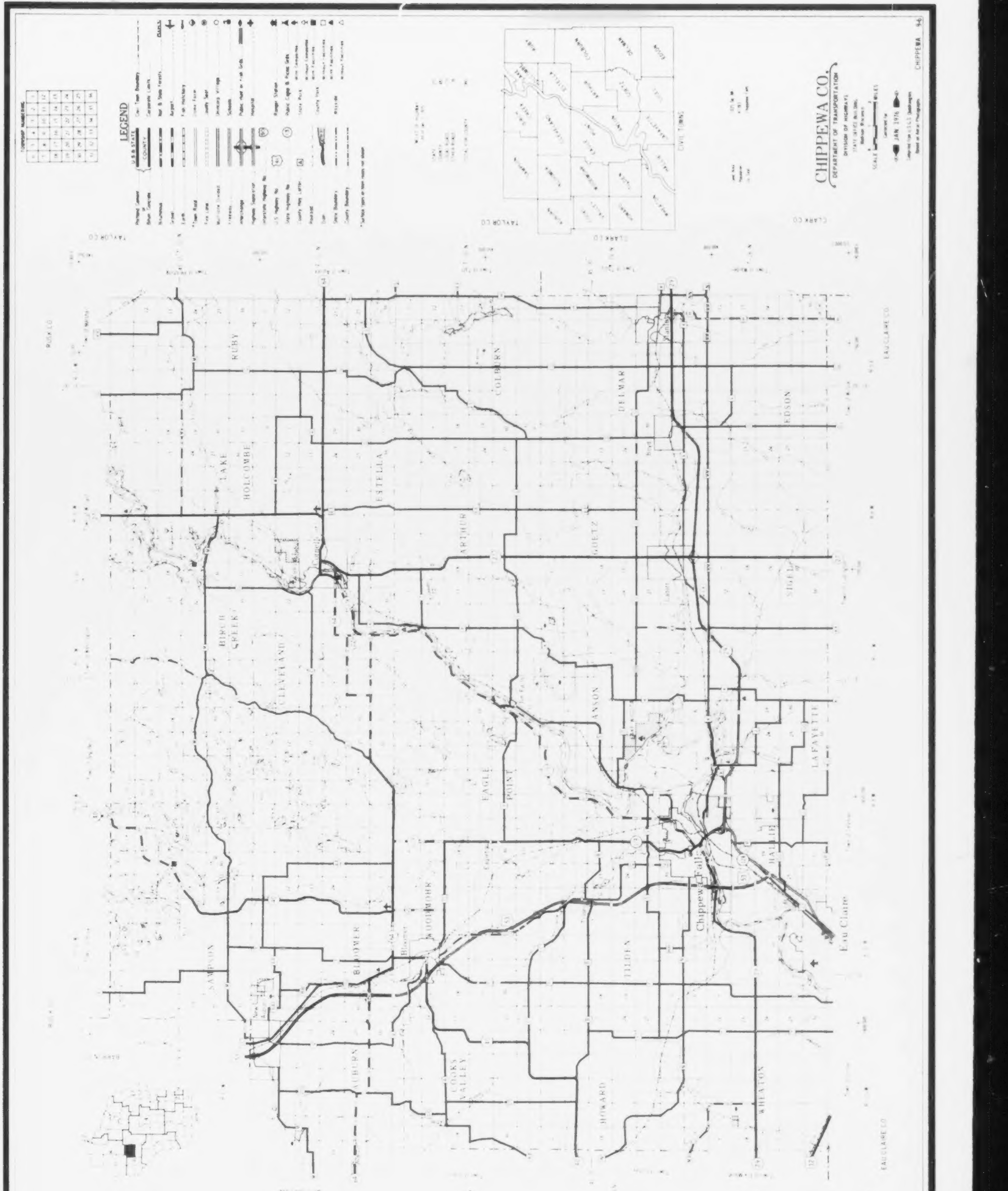
Hunting 36,258 acres

OF SPECIAL INTEREST Chippewa River Water Trail, Cook-Rutledge House, Lake Wissota State Park

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


CHIPPEWA CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
LEGEND
CIVIL TOWNS
TAYLOR CO
CLARK CO
EAU CLAIRE CO
DUNN CO
RUSK CO
BARRON CO
RUBY
LAKE HOLCOMBE
ESTELLA
COLBURN
DELMAR
EDSON
ARTHUR
GOETZ
SIGEL
BIRCH CREEK
CLEVELAND
ANSON
LAFAYETTE
EAGLE POINT
HALLIE
WOODMOHR
BLOOMER
SAMPSON
TILDEN
WHEATON
HOWARD
COOKS VALLEY
AUBURN
Chippewa Falls
Eau Claire
CHIPPEWA 9-6

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CLARK COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

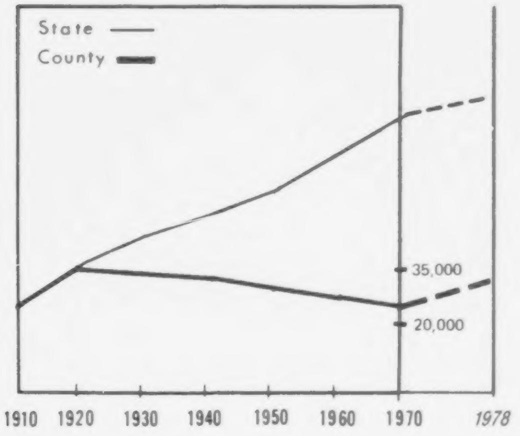
CLARK

The (estimated) population gains since 1970 are a little hard to explain. The job growth picture doesn't seem to be strong enough to support population gains that large. This is typical Wisconsin dairy farming country. A good-sized foundry was attracted.

POPULATION

1978 population [a]	32,277	% of state	0.69
1970 population [b]	30,361	% of state	0.69
1970-78 change (%)	6.3	State change	5.3 %
Net migration, 1960-70	3,899 out-		
Density, 1978 26.4	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	6,003	5,605	39	37	37	34
18-44	3,879	3,940	25	33	26	34
45-64	3,368	3,216	22	20	21	20
65 & over	2,076	2,274	14	10	16	12
Total	15,326	15,035	100%		100%	

Median age 30.4; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,199; State $ 10,068

Income Groups:	County %	State %
Under $4,000	24	13
$10,000 & over	29	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 157,500; % of state 0.49

Per capita $ 4,946; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 24,267
Manufacturing	$ 15,146
Govn't: state & local	$ 12,168

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	7,282	$ 159	727
Major Groups:			
Construction	349	$ 195	79
Manufacturing	1,342	$ 202	85
Transp., Util.	327	$ 207	44
Wholesale trade	546	$ 182	78
Retail trade	1,245	$ 101	217
Finance, Ins., etc.	607	$ 171	39
Services	925	$ 130	104
Government	1,738	$ 145	68

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	3,355	2,949	22.3	4.9
Nonfarm Proprietors	1,382	1,478	11.2	6.2
Wage & Salary Employment (major groups):				
Farm	568	709	5.4	2.1
Construction	W	298	2.3	3.4
Manufacturing	1,508	1,321	10.0	24.9
Transp., Util.	331	347	2.6	3.9
Wholesale trade	400	632	4.8	4.1
Retail trade	1,301	1,239	9.4	14.8
Finance, Ins., etc.	1,378	691	5.2	3.8
Services	935	1,306	9.9	15.9
Government	1,937	2,085	15.8	15.5
Total (Employment)	13,398	13,216	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	2,960	529,800
1977	2,990	532,800

% of land in farms, 1978 68 State 54 %

Avg. size of farms, 1978 179 ac. State avg. 196 ac.

Avg. cropland harvested per farm reporting any, 1974 [h] 92 ac. State avg. 107 ac.

Farm sales, $ per acre, land continuing in agric. (1977) $ 569 State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm $ 29,006 State avg. $ 32,493

Total ($1,000's) $ 86,728 % of state 2.8

Major Groups	($1,000's)	% of State
Dairy products	$ 70,931	3.8
Meat animals	$ 9,459	1.9
Poultry & eggs	$ 1,773	1.5
Field crops	$ 1,341	0.5
All vegetables	$ 396	0.2
Specialty crops	$ 1,842	1.5

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 279,800

% of land area 36 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		402
Other softwoods	26,781	81,634	9
Oak	38,544	89,642	1,239
Maple (hard)	9,211	24,492	254
Aspen	37,691	23,860	2,305
Other hardwoods	50,876	87,198	1,383

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand and gravel, stone

Value of product $ 656,000 % of state 0.48

Employment covered by U.C., 1977 (an avg.) [l]

County 58 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 420 1972 395

Sales ($1,000's): 1977 $ 69,551 % of state 0.47

1972 $ 42,237 % of state 0.45

Sales per capita, 1977: Co. $ 2,178 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$10,077	1.02
Gen. merchandise	$ 2,405	0.13
Foods	$14,636	0.49
Automotive	$16,006	0.53
Gas stations	$ 9,617	0.77
Apparel	$ 1,184	0.21
Furnit., house equip.	$ 2,058	0.30
Eating & drinking places	$ 6,642	0.44
Drug stores	$ 1,539	0.40
Miscellaneous	$ 5,387	0.33

WHOLESALE TRADE

No. of establishments: 1977 88 1972 92

Sales ($1,000's): 1977 $ 103,439 % of state 0.52

1972 $ 72,734 % of state 0.67

SERVICE INDUSTRIES

No. of establishments: 1977 210

Total receipts, 1977 ($1,000's) $ 6,727 % of state 0.27

Hotel, motels, recreation camps

No. of establishments: 1977 14 1972 12

Receipts: ($1,000's) 1977 $ 403 % of state 0.15

1972 $ 260 % of state 0.15

Amusements, recreation services

No. of establishments: 1977 22 1972 19

Receipts: ($1,000's) 1977 $ 771 % of state 0.28

1972 $ 561 % of state 0.32

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[m] U.S., Bureau of the Census

CLARK COUNTY - A DESCRIPTION

Evidently Clark County's population growth since 1970 has outpaced the state's. This kind of turnabout has been quite common in our rural-type counties, where losses were once prevalent. It doesn't seem to be growth based primarily on a growing economy—at least in this case.

Logging of pine began early in Clark County, about 1844, and some of the first timber was cut by Mormons for their temple at Nauvoo, Illinois. The county takes its name from George Rodgers Clark, the Revolutionary War hero and frontiersman. Logging remained the principal industry throughout most of the 19th century.

The county has a variety of soils and topographical conditions. The southwestern quarter contains sections that are sandy and often poorly drained. Much of this area is covered under the county forest program. The northern and eastern parts of the county have a rolling landscape, with silt loam soils of the type that support the central Wisconsin dairy industry. About 36 percent of the land is classified as forested, but comparatively little of the northeastern section is in forest. Oak, aspen, and hard maple are leading species.

Clark is one of Wisconsin's leading dairying and cheese-producing counties. The county was second in the state in number of milk cows in 1977 (67,300). Sales per farm averaged $29,006 in 1977, which was below the state figure. This level of income is comparatively high in an area where soil productivity is not especially high and farms a bit on the small side.

Clark County is not immune to a trend, familiar in most parts of the nation, toward decline of farm numbers and land in agricultural use. At the same time, the average farm size increased. These changes seem to have slowed. 846 farm operators reported off-farm work of 100 days or more during 1969—last data gathered.

Clark County's manufacturing has been closely linked to milk and timber. Growth in employment was quite noticeable for a while, but the most nearly current figures show some shrinkage recently. A considerable amount of commuting to jobs in neighboring counties is evident. Paper-mill jobs at plants on the Wisconsin River were probably the greatest attraction.

Clark County has over 40 small firms engaged in food processing, mostly making cheese. Other important classifications include wood products, paper products, and metalworking. Neillsville Foundry and Liberty Homes are comparatively new to the area.

Retail trade on a per capita basis is far below the state average, according to the Census Bureau. Lumber, hardware, and farm equipment volume is relatively high, typical of a predominantly agricultural area. Apparel and general merchandise volume is low.

Clark County's population peak came in 1920 at 35,120 persons. By 1970, the total was down to 30,361, a moderate decrease for an agricultural county. The decline during the 1950's was nearly 3 percent, and outmigration was estimated at 5,193. In the 1960's outmigration fell to about 3,900. Current estimates show some growth since 1970. Compared with more urbanized counties, Clark has a relatively large number of children and older people and a shortage of young adults. German and Polish stocks are predominant.

Family incomes in the county are not the lowest in the state, but they are comparatively small. Personal income, .49 percent of the state's against .69 percent of population, gives the same picture. Farming is the leading source of income, followed by manufacturing and state and local government.

The mineral resources of the county are not extensive, although there are large supplies of sand and gravel, and some sandstone is quarried for building.

Neillsville, the county seat, is the largest community, with a population of around 3,000. It is 45 miles from Wisconsin Rapids, to the east, and about 60 miles from Eau Claire and Chippewa Falls, to the west. Two railroads, the Soo Line and the Chicago & North Western, serve the county. Trunk highways run both east-west and north-south. Scheduled flights are available at Eau Claire and Marshfield. Marshfield has commuter service.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	97	88	96
Employees (1,000's)	1.6	1.6	1.3
% of state	0.30	0.32	0.25
Total payroll ($ millions)	$ 15.4	$ 10.7	$ 6.5
% of state	0.21	0.23	0.18
Avg. earnings/hr., prod. workers	$ 5.04	$ 3.24	$ 2.17
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 36.2	$ 21.7	$ 13.1
% of state	0.22	0.23	0.19
New mfg. capital expenditures ($ millions)	$ 2.5	$ 2.0	$ .9
% of state	0.21	0.37	0.18
Value of shipments ($ millions)	$ 154.5	$ 87.8	$ 61.8
% of state	0.40	0.41	0.40

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	28	5	1	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	14	1	0	1	0
Paper, paper prods.	0	1	0	0	0
Chemicals, petrol., rubber & plastics	2	0	1	0	0
Metalworking, mach., transport. equip.	14	3	1	1	0
Printing & publishing	10	0	0	0	0
All other types	1	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 42 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Nelson Industries, Inc.	Neillsville	Filters, mufflers	250-299
Neillsville Foundry Co. (Barclay)	Neillsville	Grey iron and ductile castings	150-199
Packaging Corp. of America	Colby	Corrugated shipping containers	100-149
Liberty Homes Inc.	Dorchester	Mobile homes	100-149
Teledyne Owen	Owen	Drafting supplies, plastic products	70-99
Loyal Canning Corp.	Loyal	Canned vegetables (seasonal)	70-99
Grassland Dairy Prod., Inc.	Greenwood	Milk products	30-49
Greenwood Milk Products Coop.	Greenwood	Milk products	30-49
Stratwood Homes Inc.	Greenwood	Prefabricated houses	30-49
Industrial Fabricators, Inc.	Thorp	Custom metal fabrication etc	30-49

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
ITT Life Insurance Corp.	Thorp	Insurance	300-349
Memorial Hospital	Neillsville	Hospital	250-299
Sunburst Youth Homes	Neillsville	Residential care	100-149
Plautz Bros., Inc.	Willard	Sand & gravel pits	50-69
Bio Test Labs, Inc.	Neillsville	Animal specialties	30-49

MANUFACTURING — ANALYSIS

The county has had rather minor ups and downs in factory employment over the years. It has been some time since the muffler company came in. Liberty Homes was more recent. Newer is the foundry at Neillsville, which has grown beyond expectations. Even though current job estimates seem to be unreliable, it would appear that there were more factory jobs before the 1974-5 recession than since. Reports reaching the Dept. of Business Development in 1979 indicate that two new industries have chosen a location in the county, to add some 140 jobs between them.

Lots of natural cheese is made in the county. There is a diversity of products, many unrelated to local materials.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 7,484	% of state	0.50
Per capita [r]	$ 234	State avg. $	320
Full value rate [s]	$ 18.41	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 460	% of state	0.63
Per capita [r]	$ 14,400	State avg. $	15,900
Manufacturing real estate ($1,000's)	$ 11,093	% of state	0.31

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 4,611	0.41
Corporate income	$ 1,104	0.42
Sales and use	$ 4,121	0.58

State Shared Taxes	($1,000's)	% of state
Total	$ 1,850	0.61
State Aids		
Payment to school districts	$ 6,264	1.00
Health & social services (co. govt. only)	$ 3,069	0.72
Transportation	$ 1,676	1.38

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Curtiss, vil.	135	129	-4.4
Dorchester, vil.	491	600	22.2
Granton, vil.	288	335	16.3
Withee, vil.	480	516	7.5
Abbotsford, city*	1,375	1,855	34.9
Colby, city*	1,178	1,349	14.5
Greenwood, city	1,036	1,181	14.0
Loyal, city	1,126	1,263	12.2
Neillsville, city	2,750	2,862	4.1
Owen, city	1,031	986	-4.4
Thorp, city	1,469	1,685	14.7

*total, part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	739	% of state	0.54

Valuation per unit, 1978:

$ 35,049	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 26,350	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	168	20,025	0.56
Manufacturing	25	3,420	0.36
Commercial	48	4,272	0.55
Amusement & recreation	5	404	0.34
Hotels, motels, etc.	1	90	0.18

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 782,080; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 1,447; **Total number of lakes** 30; **Lakes with public access** 6

Total public land designated for recreation use 135,411 acres; **Federal-** 0 acres; **State-** 266 acres; **County-** 132,819 acres; **Other public areas** [y] 2,326 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 44; **Canoe pick-up services** 0

Swimming [z] 8 areas

Fishing: Sample of fish caught— panfish, walleye, trout

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 483 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 98 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 2 areas, 12 miles

Hunting 144,287 acres

OF SPECIAL INTEREST Clark County Forest

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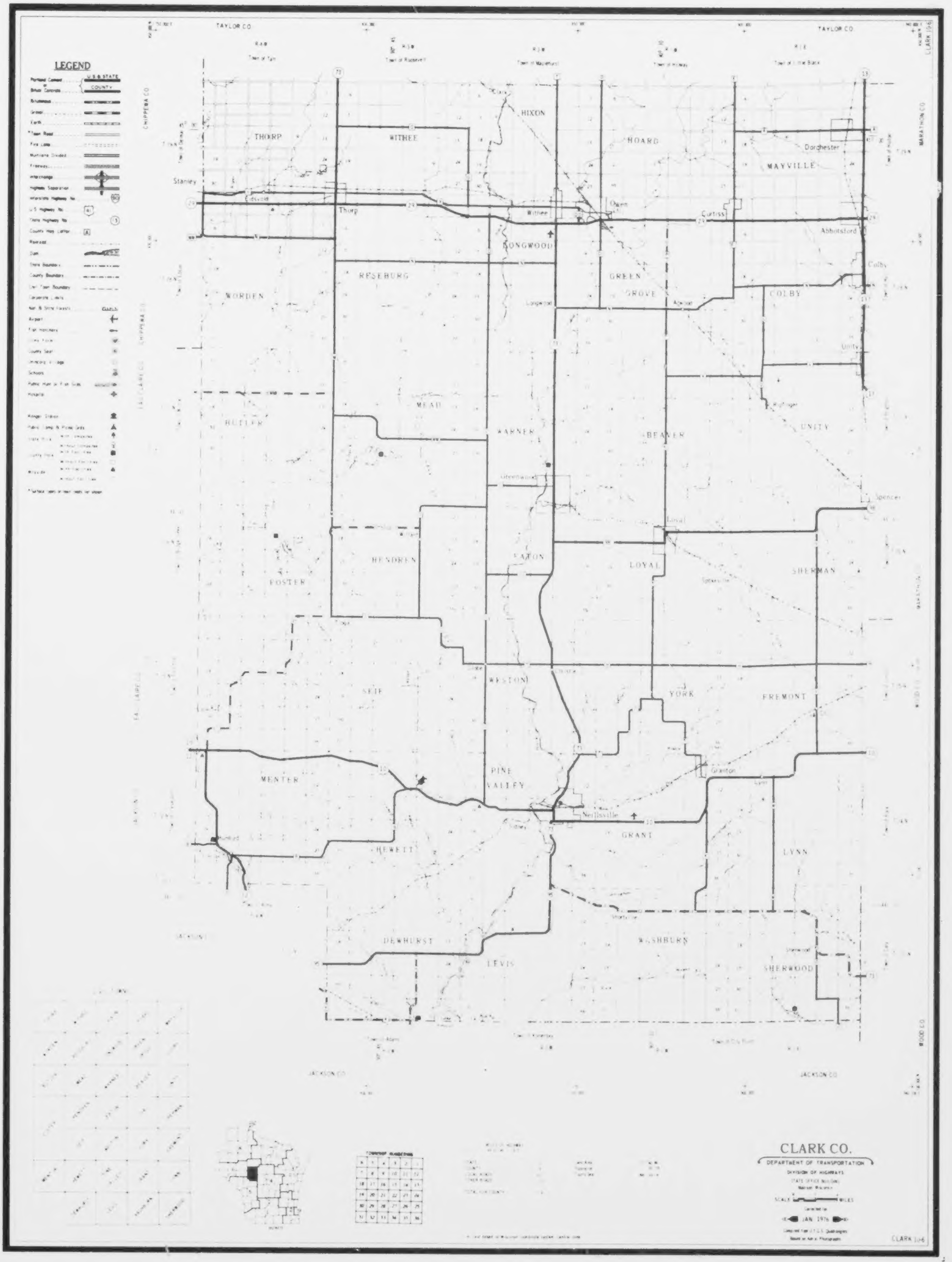
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
TAYLOR CO.
CHIPPEWA CO.
MARATHON CO.
WOOD CO.
JACKSON CO.
EAU CLAIRE CO.
CLARK 106
THORP
WITHEE
HIXON
HOARD
MAYVILLE
Dorchester
Stanley
Owen
Curtiss
Abbotsford
Colby
Unity
LONGWOOD
WORDEN
RESEBURG
GREEN GROVE
COLBY
BUTLER
MEAD
WARNER
BEAVER
UNITY
Greenwood
Spencer
Loyal
FOSTER
HENDREN
EATON
LOYAL
SHERMAN
SEIF
WESTON
YORK
FREMONT
MENTER
PINE VALLEY
Neillsville
Granton
GRANT
HEWETT
LYNN
DEWHURST
LEVIS
WASHBURN
SHERWOOD
Sherwood
CLARK CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
MILES
Corrected to
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
CLARK 106

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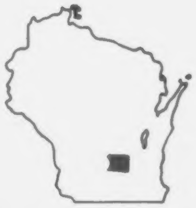
COLUMBIA COUNTY

ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702



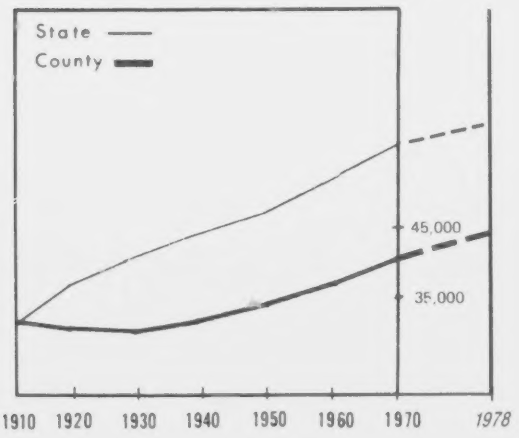
COLUMBIA

Neither population growth nor industrial job growth is rapid in this county, but it is a prosperous one with a diversified economic base. Much of the farmland is very productive and some is used to raise vegetables. The county shares with Sauk the sizable economic benefits of the Dells.

POPULATION

1978 population [a]	42,495	% of state	0.91
1970 population [b]	40,150	% of state	0.91
1970-78 change (%)	5.8	State change	5.3 %
Net migration, 1960-70	914 in-		
Density, 1978	54.6 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	7,314	6,995	37	37	34	34
18-44	5,952	6,030	30	33	30	34
45-64	4,048	4,211	20	20	21	20
65 & over	2,483	3,117	13	10	15	12
Total	19,797	20,353	100%		100%	

Median age 30.4; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,668; State $ 10,068

Income Groups:	County %	State %
Under $4,000	13	13
$10,000 & over	47	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 287,335; % of state 0.90

Per capita $ 6,847; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 36,919
Manufacturing	$ 34,891
Services	$ 23,153

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	13,649	$ 165	1,123
Major Groups:			
Construction	676	$ 222	145
Manufacturing	3,283	$ 200	76
Transp., Util.	856	$ 235	61
Wholesale trade	740	$ 192	68
Retail trade	3,130	$ 107	395
Finance, Ins., etc.	298	$ 177	56
Services	2,206	$ 129	244
Government	2,266	$ 182	58

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	2,231	2,102	10.4	4.9
Nonfarm Proprietors	1,837	2,096	10.4	6.2
Wage & Salary Employment (major groups):				
Farm	995	1,420	7.1	2.1
Construction	539	720	3.6	3.4
Manufacturing	2,776	3,160	15.7	24.9
Transp., Util.	914	932	4.6	3.9
Wholesale trade	583	773	3.8	4.1
Retail trade	2,578	2,848	14.2	14.8
Finance, Ins., etc.	212	314	1.6	3.8
Services	2,109	2,790	13.9	15.9
Government	2,619	2,877	14.3	15.5
Total (Employment)	17,574	20,133	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,870	391,900
1977	1,890	393,200

% of land in farms, 1978 80 State 54 %

Avg. size of farms, 1978 210 ac State avg. 196 ac

Avg. cropland harvested per farm reporting any, 1974 [h] 135 ac State avg. 107 ac

Farm sales, $ per acre, land continuing in agric. (1977) $ 933 State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm $ 35,316 State avg. $ 32,493

Total ($1,000's) $ 66,748 % of state 2.1

Major Groups	($1,000's)	% of State
Dairy products	$ 25,965	1.4
Meat animals	$ 17,688	3.5
Poultry & eggs	$ 1,189	1.0
Field crops	$ 11,937	4.1
All vegetables	$ 8,473	4.6
Specialty crops	$ 961	0.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 82,900

% of land area 17 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		104
Other softwoods	4,116	6,576	0
Oak	24,016	86,949	429
Maple (hard)	3,034	7,919	19
Aspen	5,198	5,035	40
Other hardwoods	23,921	53,468	143

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31

MINERALS [k]

Kinds quarried, processed (1977):

Sand & gravel, stone

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 30 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*

[l] See Employment section, preceding page

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 560 1972 633

Sales ($1,000's): 1977 $ 136,022 % of state 0.91

1972 $ 90,629 % of state 0.98

Sales per capita, 1977: Co. $ 3,207 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 13,422	1.36
Gen. merchandise	$ W	—
Foods	$ 30,189	0.97
Automotive	$ 32,283	1.05
Gas stations	$ 14,963	1.20
Apparel	$ 5,247	0.93
Furnit., house equip.	$ 3,809	0.56
Eating & drinking places	$ 15,071	0.99
Drug stores	$ W	—
Miscellaneous	$ 14,165	0.93

WHOLESALE TRADE

No. of establishments: 1977 96 1972 91

Sales ($1,000's): 1977 $ 97,093 % of state 0.49

1972 $ 58,061 % of state 0.54

SERVICE INDUSTRIES

No. of establishments: 1977 468

Total receipts, 1977 ($1,000's) $ 20,169 % of state 0.78

Hotel, motels, recreation camps

No. of establishments: 1977 118 1972 93

Receipts: ($1,000's) 1977 $ 6,181 % of state 2.24

1972 $ 2,924 % of state 1.70

Amusements, recreation services

No. of establishments: 1977 44 1972 37

Receipts: ($1,000's) 1977 $ 3,490 % of state 1.28

1972 $ 1,794 % of state 1.02

[m] U.S., Bureau of the Census

COLUMBIA COUNTY - A DESCRIPTION

Columbia is one of Wisconsin's well-rounded, prosperous counties. It is now growing in population at a rate equal to the state average. Factory jobs seem to have dropped off in the last couple of years. Yet, there are many signs of basic strength.

Columbia County has a varied topography, with expanses of level to gently rolling land, but also with portions of rough land. The hills of the Baraboo Range reach into the Town of Caledonia, in the western part of the county. Rising precipitously, 400 to 800 feet above the surrounding countryside, they are one of Wisconsin's most interesting topographical features. The fertile Arlington Prairie in the south-central part of the county contains some of the richest farm land in the state.

Columbia shares with Sauk County the Dells of the Wisconsin River. This is one of the star attractions of the entire Midwest. The direct economic impact seems to be greater on the Sauk County side, where there are more motels.

The county is one of the state's leading vegetable producers. It usually ranks third or fourth in both peas and sweet corn. Yet, most of its farm income comes from sale of livestock—cattle and swine—and dairy products, notably milk. Cash income per farm of $35,000 is well above the state average. The average size and value per acre of farms are rising. There seems to be more cash cropping.

Manufacturing is ahead of agriculture as a source of employment. In the post-war period relative gains were made over the rest of the state in such measures as number of employees and payroll. Manufacturing is fairly well diversified, with foods still important. Other leading industries are leather products, castings, fabricated metals, apparel, and wood products. It is obvious that at the time of the 1970 census more residents had factory jobs than the jobs available in establishments within the county. Many were, no doubt, commuting to the ordnance works south of Baraboo (now inactive), and also to Madison. Clearly much out-commuting is still characteristic.

Columbia County grew moderately during the decade of the 1960's, increasing its population by 9.4 percent. Early in the century, population declined slightly, then leveled off until about 1930, when it began a rise which has continued up to the present. Current estimates show about average growth since 1970. County population, in comparison with the state as a whole, is somewhat below average in the percentage in the prime working ages of 18 to 44. During the 1950's an estimated 1,378 more persons moved out of the county than moved in, but in-migration is indicated for the 1960's and the 1970's.

The tourist industries in the Lake Delton and Lodi areas, as well as opportunities for employment in services at Madison, the state capital, in neighboring Dane County, have contributed to county population growth.

Median family income is fairly high, $9,668 against $10,068 for the state in 1969. But the higher state figure is raised substantially by a few heavily urbanized districts, and Columbia ranks well above many parts of the state in buying income. Data for 1977 show that the county obtained .90 percent of the state's personal income, for .91 percent of its population.

Retail trade is strong. In 1977 the county had .91 percent of the state's retail sales. Per capita sales, however, were about the same as the state average. Tourists and cottagers help to swell the sales figures. Retail lines that stand out strongly relative to state totals are gas stations, lumber-hardward-farm equipment, automotive, and eating-drinking places. Recreational spending is noteworthy. The hotel, motel, and recreational camps group had receipts of more than 6 million dollars in 1977. Spending for amusements is also sizable.

About 17 percent of the county is woodlands, compared with 43 percent statewide. Oak, maple, and elm are among the leading species. The sandy northwestern section has some pine. The Portage area is a major producer of sandstone for industrial uses. One large company is involved, so production figures are withheld.

A joint section of Interstate highways 90 and 94 runs diagonally across the western portion of the county. I-90 provides a direct superhighway to Chicago, while I-94 links Milwaukee and the Twin Cities. Rail service is provided by the Chicago & North Western and the Milwaukee Road. Amtrak passenger trains use the mainline Milwaukee Road tracks. For decades the famed Hiawathas crossed the county, on the run from Chicago to Seattle. Scheduled air service is available at Madison.

At one time the county had a canal connecting the Wisconsin and the Fox rivers. At the city of Portage the two rivers are separated by about a mile and a half. This was the principal portage on the important early water route linking Green Bay, on the lower Fox, and the Mississippi.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	85	74	77
Employees (1,000's)	3.6	3.1	2.7
% of state	0.66	0.62	0.53
Total payroll ($ millions)	$ 34.1	$ 21.1	$ 13.7
% of state	0.46	0.45	0.38
Avg. earnings/hr., prod. workers	$ 4.22	$ 3.02	$ 2.16
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 73.4	$ 61.6	$ 33.1
% of state	0.44	0.65	0.47
New mfg. capital expenditures ($ millions)	$ 3.8	$ 1.8	$ 2.1
% of state	0.32	0.34	0.41
Value of shipments ($ millions)	$ 174.6	$ 123.4	$ 67.7
% of state	0.45	0.58	0.44

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	9	6	3	1	0
Textiles, apparel, leather	0	1	0	2	0
Wood products, furniture	4	1	2	0	0
Paper, paper prods.	1	0	1	0	0
Chemicals, petrol., rubber & plastics	4	0	1	1	0
Metalworking, mach., transport. equip.	11	3	1	2	1
Printing & publishing	10	3	0	0	0
All other types	7	0	0	1	0

Factory jobs per 1,000 population, June, 1978

County 66 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Ray-O-Vac Corp.	Portage	Batteries	400-449
Del Monte Corp.	Arlington	Vegetable canning (seasonal)	300-349
Fall River Canning Co.	Cambria	Vegetable canning (seasonal)	250-299
Medalist Industries	Portage	Stockings	150-199
A. B. G. International, Ltd.	Portage	Plastic products	150-199
Portage Industries Corp.	Portage	Plastic products	150-199
Oconomowoc Canning Co.	Poynette	Vegetable canning (seasonal)	140-149
Fall River Foundry Co., Inc.	Fall River	Nonferrous castings	100-149
Lodi Canning Co.	Lodi	Vegetable canning (seasonal)	100-149
Columbus Products Corp.	Columbus	Hydraulic jacks, etc.	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Divine Savior Hospital	Portage	Hospital	300-349
AMPI	Portage	Cheese packaging	200-249
Columbus Community Hospital	Columbus	Hospital	200-249
Wisconsin Power & Light	Portage	Utility	150-199
K-Mart	Portage	Department store	100-149

MANUFACTURING — ANALYSIS

The county has had a considerable amount of industrial growth over recent decades. It has not been spectacular. There have been some losses, too. The Ray-O-Vac plant is only about three years old. Despite that, jobs seem to be fewer in 1979 than in pre-recession (1974-5) days. A new plant to make manufactured houses promises to add a number of jobs.

The canning companies hire heavily during the vegetable pack. Other industries are very diverse. Few involve significant skills.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)

Total ($1,000's)	$ 11,996	% of state	0.81
Per capita [r]	$ 283	State avg.	$ 320
Full value rate [s]	$ 17.10	State avg.	$ 22.31

Property Assessment—full value

Total ($ millions)	$ 780	% of state	1.06
Per capita [r]	$ 18,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 22,890	% of state	0.64

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 8,629	0.77
Corporate income	$ 1,944	0.73
Sales and use	$ 6,196	0.88

State Shared Taxes	($1,000's)	% of state
Total	$ 3,883	1.28
State Aids		
Payment to school districts	$ 6,056	0.96
Health & social services (co. govt. only)	$ 3,145	0.73
Transportation	$ 1,407	1.16

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes* and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Arlington, vil.	379	397	4.8
Cambria, vil.	631	673	6.7
Doylestown, vil.	265	279	5.3
Fall River, vil.	633	786	24.2
Friesland, vil.	301	279	-7.3
Pardeeville, vil.	1,507	1,632	8.3
Poynette, vil.	1,118	1,426	27.6

	1970	1978 [t]	% Change 1970-78
Rio, vil.	792	844	6.6
Wyocena, vil.	809	425	-47.5
Columbus, city	3,789	4,009	5.8
Lodi, city	1,831	2,130	16.3
Portage, city*	7,831	7,738	-1.1
Wisconsin Dells, city*	2,401	2,445	1.8

*total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	1,285	% of state	0.94

Valuation per unit, 1978:

$ 37,530	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 35,615	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	316	49,950	1.40
Manufacturing	56	11,534	1.22
Commercial	86	10,010	1.29
Amusement & recreation	15	1,911	1.61
Hotels, motels, etc.	21	1,905	3.83

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 510,700. Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 11,214; Total number of lakes 56. Lakes with public access 14

Total public land designated for recreation use 27,844 acres; Federal- 0 acres; State- 13,481 acres, County- 87 acres; Other public areas [y] 14,276 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 46; Canoe pick-up services 2

Swimming [z] 29 areas

Fishing: Sample of fish caught— panfish, bass, walleye, trout

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 1,591 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 54 miles

Downhill skiing [z] 1 areas, 6 runs

Cross country skiing [z] 2 areas, 15 miles

Hunting 15,879 acres

OF SPECIAL INTEREST Experimental Game Farm, Ft. Winnebago Surgeon's Quarters, Gibralta Rock State Park, Marquette Trail, Old Indian Agency House.

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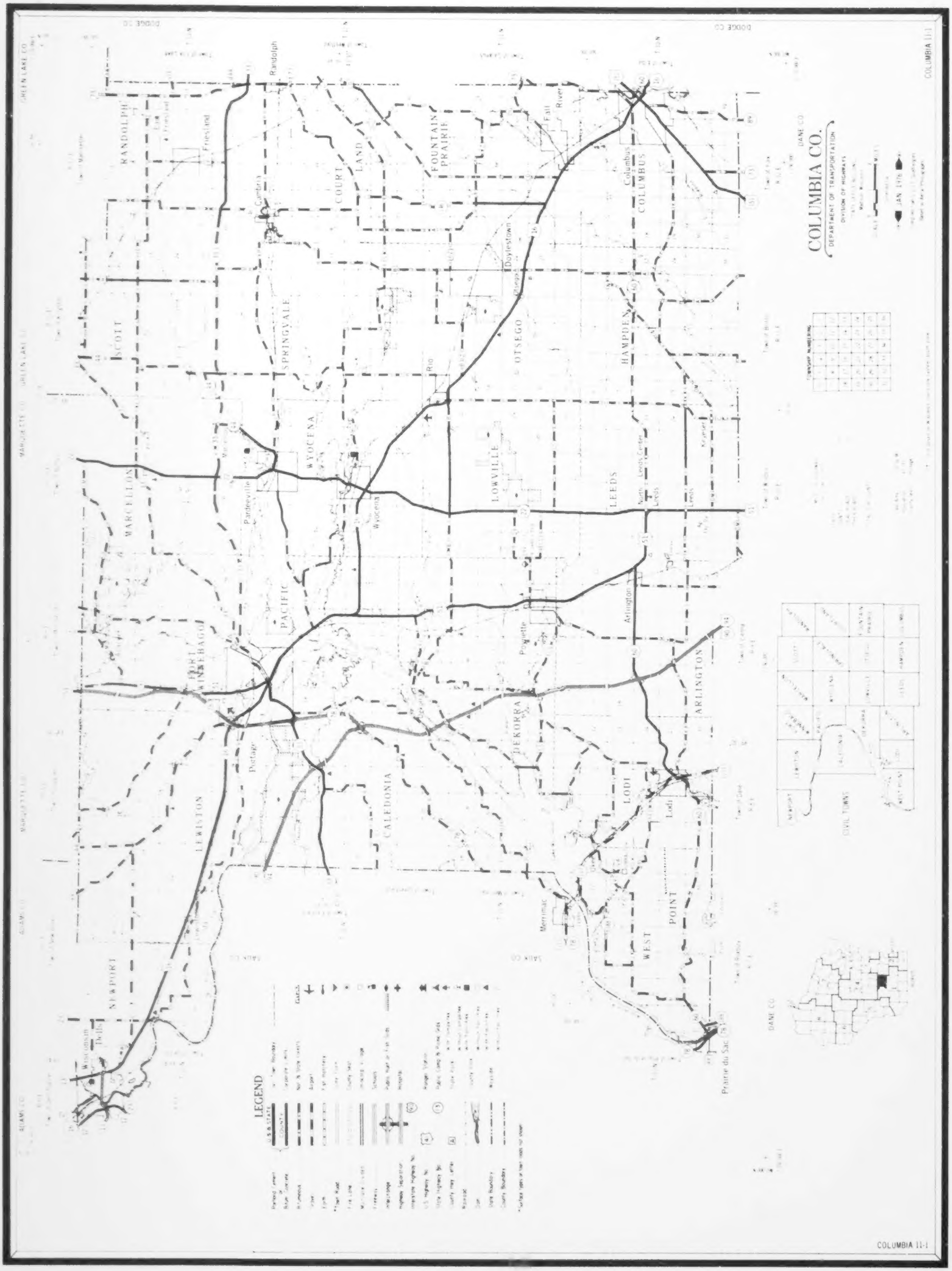
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


COLUMBIA CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
LEGEND
CIVIL TOWNS
TOWNSHIP NUMBERING
RANDOLPH
SCOTT
MARCELLON
FORT WINNEBAGO
LEWISTON
NEWPORT
COURTLAND
SPRINGVALE
WYOCENA
PACIFIC
CALEDONIA
FOUNTAIN PRAIRIE
OTSEGO
LOWVILLE
DEKORRA
COLUMBUS
HAMPDEN
LEEDS
ARLINGTON
LODI
WEST POINT
Randolph
Friesland
Cambria
Fall River
Columbus
Doylestown
Rio
Pardeeville
Wyocena
Portage
Poynette
Arlington
Lodi
Merrimac
Prairie du Sac
Wisconsin Dells
Leeds Center
GREEN LAKE CO.
MARQUETTE CO.
ADAMS CO.
SAUK CO.
DANE CO.
DODGE CO.
COLUMBIA 11-1

5-8703

CRAWFORD COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

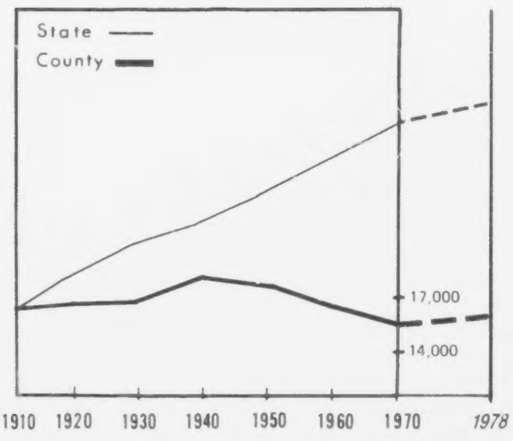
CRAWFORD

Farming is a major income source in this hilly, scenic area, but factory jobs have increased significantly in recent years. The 1980 census may show more population growth than suggested on this page. The Mississippi River and the bridge at Prairie du Chien have an economic impact, as well as giving scenic pleasure.

POPULATION

1978 population [a]	15,741	% of state	0.34
1970 population [b]	15,252	% of state	0.35
1970-78 change (%)	3.2	State change	5.3 %
Net migration, 1960-70	2,404 out-		
Density, 1978 26.9 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	2,944	2,803	38	37	37	34
18-44	1,983	2,035	26	33	27	34
45-64	1,712	1,626	22	20	21	20
65 & over	1,025	1,124	14	10	15	12
Total	7,664	7,588	100%		100%	

Median age 30.3; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,589; State $ 10,068

Income Groups:	County %	State %
Under $4,000	27	13
$10,000 & over	26	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 81,806; % of state 0.26

Per capita $ 4,846; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 15,831
Manufacturing	$ 12,088
Retail trade	$ 8,134

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	3,950	$ 160	348
Major Groups:			
Construction	122	$ 174	34
Manufacturing	957	$ 240	28
Transp., Util.	105	$ 214	25
Wholesale trade	99	$ 193	22
Retail trade	971	$ 121	125
Finance, Ins., etc.	150	$ 165	22
Services	624	$ 97	55
Government	726	$ 145	30

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,472	1,373	19.2	4.9
Nonfarm Proprietors	641	692	9.7	6.2
Wage & Salary Employment (major groups):				
Farm	321	484	6.8	2.1
Construction	215	125	1.7	3.4
Manufacturing	748	934	13.1	24.9
Transp., Util.	120	139	1.9	3.9
Wholesale trade	83	115	1.6	4.1
Retail trade	866	988	13.8	14.8
Finance, Ins., etc.	105	134	1.9	3.8
Services	749	1,007	14.1	15.9
Government	1,039	1,125	15.7	15.5
Total (Employment)	6,394	7,157	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Buréau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,200	305,800
1977	1,210	308,300

% of land in farms, 1978	82	State 54 %
Avg. size of farms, 1978	255 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	91 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 540	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 26,668	State avg. $ 32,493
Total ($1,000's)	$ 32,268	% of state 1.0

Major Groups	($1,000's)	% of State
Dairy products	$ 18,094	1.0
Meat animals	$ 7,580	1.5
Poultry & eggs	$ 213	0.2
Field crops	$ 3,593	1.2
All vegetables	$ 10	0.005
Specialty crops	$ 2,607	2.2

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 131,500

% of land area 36 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl w/other sftwds		0
Other softwoods	1,130	3,327	0
Oak	50,947	171,013	736
Maple (hard)	4,945	15,247	48
Aspen	13,027	20,896	11
Other hardwoods	37,881	78,212	210

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ 837,000 % of state 0.63

Employment covered by U.C., 1977 (an avg.) [l]

County 37 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		209	1972	233
Sales ($1,000's): 1977	$	48,747	% of state	0.33
1972	$	32,759	% of state	0.35
Sales per capita, 1977: Co.	$	3,107	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 3,939	0.40
Gen. merchandise	$ 5,016	0.26
Foods	$ 10,073	0.32
Automotive	$ 13,874	0.46
Gas stations	$ 3,708	0.30
Apparel	$ 1,996	0.36
Furnit., house equip.	$ 2,386	0.35
Eating & drinking places	$ 4,587	0.30
Drug stores	$ 856	0.22
Miscellaneous	$ 2,312	0.13

WHOLESALE TRADE

No. of establishments: 1977	32	1972	36
Sales ($1,000's): 1977	$ 20,958	% of state	0.11
1972	$ 16,605	% of state	0.15

SERVICE INDUSTRIES

No. of establishments: 1977 139

Total receipts, 1977 ($1,000's) $ 5,447 % of state 0.19

Hotel, motels, recreation camps

No. of establishments: 1977	21	1972	18
Receipts: ($1,000's) 1977	$ 687	% of state	0.25
1972	$ 403	% of state	0.23

Amusements, recreation services

No. of establishments: 1977	13	1972	11
Receipts: ($1,000's) 1977	$ 765	% of state	0.28
1972	$ 406	% of state	0.23

[m] U.S., Bureau of the Census

CRAWFORD COUNTY — A DESCRIPTION

Federal demographers are providing a much higher population estimate than that shown on the profile (state official estimate). The 1980 census will settle that question. Certainly factory job growth has been substantial since 1970.

Crawford County fronts on the Mississippi. The county seat, Prairie du Chien, is about 225 miles, by river, below St. Paul, and about 500 miles upstream from St. Louis. It is approximately 100 miles west, by highway, from Madison. The county is part of scenic southwestern Wisconsin. Rolling ridges and narrow valleys form the characteristic landscape. The area has a great deal of historical interest, because of early French settlement and successive struggles for control by French, British, and American forces, with their Indian associates.

Crawford County remains rural in character. The population density, 27 persons per square mile, reflects the large size of farms in this rugged country. Population declined between 1960 and 1970. It had peaked in 1940. Decline in farm population accounts for most of the decrease since 1940. Some rural trading centers are feeling the effects.

The Crawford County population has a higher median age than the state's, and is low in the proportion of persons 18-44. Fertility is relatively high. Out-migration of 3,728 in the 1950's represented a severe rate of loss, and the 1960-1970 experience was more of the same—2,400 loss. It appears as if the county is turning the corner in the 1970's, to a fair rate of growth, based on some in-migration as well as a larger number of births than deaths.

Incomes are substantially below the state average, and below many rural counties in western Wisconsin. With about .34 percent of the state's population, the county is estimated to have had .26 percent of the state's personal income in 1977.

Of the jobs held within the county, the largest number shown for 1977 is in farming—19.2 percent farm proprietors and 6.8 percent farm workers. Manufacturing was behind farming as a source of income.

Crawford County, despite its hilly terrain, still has a relatively high percentage of its land in farms. Farm numbers and sizes seem to be stabilizing. Cropland tends to be relatively small—understandable in this type of topography. This helps to explain the rather modest average farm income. Pasture lands are utilized by both dairy cattle and beef cattle in this area—beef much more important in the farm program here than in most of Wisconsin. The Gays Mills community in Crawford County is an important apple-growing center. There are about 75,000 apple trees—second to Door County.

Over one-third of the county, some 132,000 acres, has tree cover. Leading species are red oak, white oak and elm. Good oak trees are much sought after. Mineral production is limited. Limestone (dolomite) outcrops over much of the county.

Retail trade is fairly strong, partly due to tourist travel. The bridge at Prairie du Chien is a significant channeler of travel, as is the steep bluff above the Mississippi River that channels highway traffic along the river. The automotive sector is the strongest.

This county has witnessed a number of plant openings and closings over the years. Recent history looks very favorable. There are many small industries, mostly cheese plants. Wood-products plants are numerous, and some are of fair size. The 3M plant has grown into a sizable operation.

Prairie du Chien is one of the oldest settlements in Wisconsin. Marquette and Joliet were among the first white visitors. French settlers bought land from the Indians and started the first permanent white settlement in 1781. French influence (land surveying, culture) remained strong in this area, even when the British nominally took over. Historical interest is combined with architecture of an earlier period to make Prairie du Chien a tourist attraction. The Villa Louis, home of Hercules Dousmann, a fur trader and promoter, is chief of these attractions.

Rail service is provided by the Burlington-Northern (Chicago-Twin Cities) and by the Milwaukee Road (from Prairie du Chien to Madison and beyond). The Great River Road (State No. 35) follows the River, and U.S. No. 18 is a major east-west highway. There is a barge terminal at Prairie du Chien. Flight service is available at Dubuque (IA.). La Crosse would be closer for some residents, and Madison is not much more distant.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	32	34	42
Employees (1,000's)	.9	.6	.5
% of state	0.17	0.12	0.14
Total payroll ($ millions)	$ 9.7	$ 4.8	$ 2.4
% of state	0.13	0.10	0.07
Avg. earnings/hr., prod. workers	$ 5.14	$ 3.67	$ 2.25
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 53.8	$ 20.5	$ 10.3
% of state	0.32	0.22	0.15
New mfg. capital expenditures ($ millions)	$ 1.5	$ 1.2	$ NA
% of state	0.13	0.22	NA
Value of shipments ($ millions)	$ 106.7	$ 48.1	$ 24.1
% of state	0.27	0.23	0.16

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	12	0	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	5	2	0	1	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	1	1	0	0	0
Metalworking, mach., transport. equip.	2	0	0	0	0
Printing & publishing	3	0	0	0	0
All other types	2	0	0	0	1

Factory jobs per 1,000 population, June, 1978

County 64 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Minnesota Mining & Mfg. Co.	Prairie du Chien	Floor maintenance products, etc.	500-549
Design Homes Inc.	Prairie du Chien	Modular and mobile homes	100-149
Erickson Hardwoods Inc.	Prairie du Chien	Sawmill	30-49
A. W. Thompson Co.	Prairie du Chien	Animal feeds	20-29
Prairie Ready-Mix Inc.	Prairie du Chien	Precast products, readymix	20-29
Heileman Baking Co. Inc.	Prairie du Chien	Baked goods	20-29
Blue Grass Cooperage	Prairie du Chien	Wood products	10-19
Howe Printing Co. Inc.	Prairie du Chien	Printing, publishing	10-19
Wolf Machine Inc.	Prairie du Chien	Miscellaneous machinery products	10-19
Ferryville Cheese Co. Inc.	Ferryville	Cheese	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Prairie du Chien Memorial Hospital	Prairie du Chien	Hospital	100-149
Piggly-Wiggly	Prairie du Chien	Groceries	100-149
Frank Orchards	Gays Mills	Apple orchard (seasonal)	50-69
Ben Franklin Store	Prairie du Chien	Department store	50-69
Pine Grove Nursing Home	Soldiers Grove	Nursing home	40-49

MANUFACTURING — ANALYSIS

This county has seen many industrial changes, not all for the better. 3M and Design Homes are relatively recent additions, and have had a big impact. 1979 factory employment remains at the 900 level.

There are a number of small cheesemaking plants. The better oak trees (red and white) of the area are widely sought by local and regional woodworking plants. No industry type stands out.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,099	% of state	0.28
Per capita[r]	$ 261	State avg.	$ 320
Full value rate[s]	$ 19.11	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 244	% of state	0.33
Per capita[r]	$ 15,600	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 9,070	% of state	0.25

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,218	0.20
Corporate income	$ 695	0.26
Sales and use	$ 2,016	0.29

State Shared Taxes	($1,000's)	% of state
Total	$ 909	0.30
State Aids		
Payment to school districts	$ 2,836	0.45
Health & social services (co. govt. only)	$ 1,522	0.35
Transportation	$ 862	0.71

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978[t]	% Change 1970-78
Bell Center, vil.	110	136	23.6
Eastman, vil.	319	334	4.7
Ferryville, vil.	183	167	-8.7
Gays Mills, vil.	623	669	7.4
Lynxville, vil.	149	152	2.0
Mount Sterling, vil.	181	162	-10.5
Soldiers Grove, vil.	514	516	0.4
Steuben, vil.	179	158	-11.7
Wauzeka, vil.	437	467	6.9
Prairie du Chien, city	5,540	5,571	0.6

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	272	% of state	0.20
Valuation per unit, 1978:	$ 33,583	Median county	$36,251
Average purchase price, single family home, 1978:[v]	$ 27,991	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	88	6,415	0.18
Manufacturing	6	331	0.04
Commercial	31	2,036	0.26
Amusement & recreation	0	0	—
Hotels, motels, etc.	1	60	0.12

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 384,000; Great Lakes/Mississippi shoreline 33 miles.

Acreage of named lakes 336; Total number of lakes 70; Lakes with public access 1

Total public land designated for recreation use 30,524 acres; Federal- 15,070 acres; State- 145 acres; County- 0 acres; Other public areas[y] 15,309 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 72; Canoe pick-up services 1

Swimming[z] 8 areas

Fishing: Sample of fish caught—Panfish, bass, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing[z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive)[z] 461 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 31 miles

Downhill skiing[z] 1 areas, open runs

Cross country skiing[z] 0 areas, 0 miles

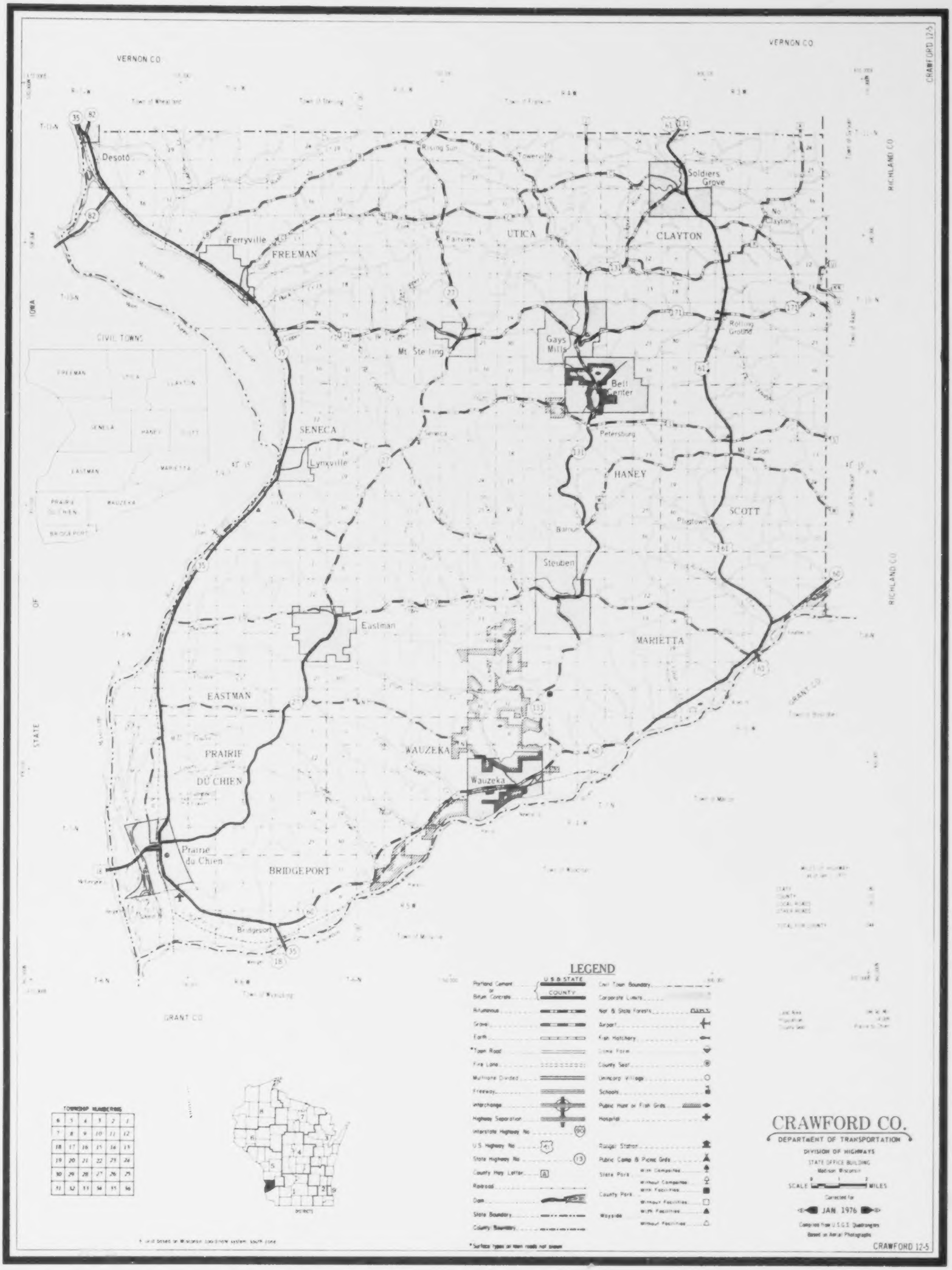
Hunting 29,189 acres

OF SPECIAL INTEREST Kickapoo Orchards, Kickapoo River Water Trail, Museum of Medical Progress, Upper Mississippi Nat'l Wildlife Refuge, Villa Louis.

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


VERNON CO.
VERNON CO.
CRAWFORD 12-5
Town of Wheatland
Town of Sterling
Town of Franklin
RICHLAND CO.
RICHLAND CO.
IOWA
STATE
OF
GRANT CO.
GRANT CO.
Desoto
Ferryville
FREEMAN
Rising Sun
Towerville
UTICA
Fairview
Soldiers Grove
CLAYTON
No Clayton
Rolling Ground
Gays Mills
Bell Center
Mt. Sterling
SENECA
Seneca
Petersburg
Lynxville
Mt. Zion
HANEY
SCOTT
Plugtown
Steuben
Eastman
MARIETTA
EASTMAN
PRAIRIE DU CHIEN
WAUZEKA
Wauzeka
Prairie du Chien
BRIDGEPORT
Bridgeport
CIVIL TOWNS
FREEMAN
UTICA
CLAYTON
SENECA
HANEY
SCOTT
EASTMAN
MARIETTA
PRAIRIE DU CHIEN
WAUZEKA
BRIDGEPORT
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
DISTRICTS
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
* Surface types on town roads not shown
CRAWFORD CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
CRAWFORD 12-5

S 8703

DANE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

DANE

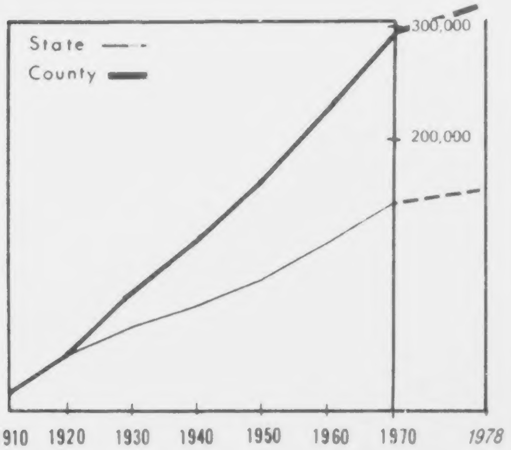
The county is second-largest in population. Growth of jobs at the University and the Statehouse seems to be slowing, and perhaps population gains are slowing. Manufacturing is surprisingly large, and growing. Farm land is productive. Medical services are a big part of the economy.

POPULATION

1978 population [a]	319,105	% of state	6.86
1970 population [b]	290,272	% of state	6.57
1970-78 change (%)	9.9	State change	5.3 %

Net migration, 1960-70 29,107 in-
Density, 1978 266.6 per sq. mi.; State average 85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	49,445	47,583	35	37	32	34
18-44	61,582	63,745	43	33	43	34
45-64	22,227	23,776	16	20	16	20
65 & over	8,885	13,029	6	10	9	12
Total	142,139	148,133	100%		100%	

Median age 24.1; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 11,263; State $ 10,068

Income Groups:	County %	State %
Under $4,000	9	13
$10,000 & over	59	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $2,321,861; % of state 7.27
Per capita $ 7,417; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Govn't: state & local	$ 524,536
Manufacturing	$ 298,669
Services	$ 297,348

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	164,443	$ 222	6,585
Major Groups:			
Construction	8,365	$ 315	877
Manufacturing	20,629	$ 277	373
Transp., Util.	5,742	$ 294	216
Wholesale trade	5,928	$ 283	446
Retail trade	27,630	$ 125	1,712
Finance, Ins., etc.	11,261	$ 209	717
Services	25,903	$ 179	1,963
Government	57,265	$ 244	178

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	4,444	4,089	2.3	4.9
Nonfarm Proprietors	6,853	7,927	4.5	6.2
Wage & Salary Employment (major groups):				
Farm	1,839	2,944	1.7	2.1
Construction	7,372	7,471	4.3	3.4
Manufacturing	15,750	18,987	10.8	24.9
Transp., Util.	5,172	5,669	3.2	3.9
Wholesale trade	4,912	6,436	3.7	4.1
Retail trade	22,277	26,837	15.3	14.8
Finance, Ins., etc.	6,645	11,051	6.3	3.8
Services	20,926	29,333	16.7	15.9
Government	50,152	53,994	30.7	15.5
Total (Employment)	147,064	175,633	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	3,620	646,500
1977	3,650	649,700

% of land in farms, 1978	84	State 54%
Avg. size of farms, 1978	179 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	124 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,301	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 37,148	State avg. $ 32,493
Total ($1,000's)	$135,582	% of state 4.3

Major Groups	($1,000's)	% of State
Dairy products	$ 74,103	3.9
Meat animals	$ 26,738	5.3
Poultry & eggs	$ 2,919	2.5
Field crops	$ 23,643	8.2
All vegetables	$ 4,887	2.7
Specialty crops	$ 1,797	1.5

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture*

FORESTRY[i]

Area in forest (acres) 74,600

% of land area 10 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		0
Other softwoods	1,793	4,244	0
Oak	29,301	102,855	206
Maple (hard)	2,876	7,404	14
Aspen	3,500	5,087	1
Other hardwoods	19,924	42,326	92

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31

MINERALS[k]

Kinds quarried, processed (1977):

Sand & gravel, stone

Value of product	$ 4,376,000	% of state	3.23
Employment covered by U.C., 1977 (an avg.)[l] County	182	State	2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*.

[l] See Employment section, preceding page

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	2,599	1972	2,648
Sales ($1,000's): 1977	$1,221,180	% of state	8.14
1972	$ 738,380	% of state	7.95
Sales per capita, 1977: Co.	$ 3,888	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 82,001	8.33
Gen. merchandise	$ 164,441	8.55
Foods	$ 203,678	6.61
Automotive	$ 251,852	8.31
Gas stations	$ 101,609	8.13
Apparel	$ 54,215	9.65
Furnit., house equip.	$ 68,982	10.14
Eating & drinking places	$ 126,658	8.36
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	524	1972	538
Sales ($1,000's): 1977	$ 1,042,075	% of state	5.30
1972	$ 555,483	% of state	5.12

SERVICE INDUSTRIES

No. of establishments: 1977	3,035		
Total receipts, 1977 ($1,000's)	$ 265,079	% of state	10.28
Hotel, motels, recreation camps			
No. of establishments: 1977	76	1972	68
Receipts: ($1,000's) 1977	$ 27,595	% of state	9.99
1972	$ 12,278	% of state	7.13
Amusements, recreation services			
No. of establishments: 1977	315	1972	223
Receipts: ($1,000's) 1977	$ 22,530	% of state	8.29
1972	$ 11,104	% of state	6.31

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[m] U.S., Bureau of the Census

DANE COUNTY - A DESCRIPTION

Dane County, seat of Wisconsin's state government and largest university (almost 40,000 students), is the state's second most populous county. In the decade from 1950, population increased by 31.1 percent, a little over double the state's increase. During the 1960's the increase was almost 31 percent. Growth is slowing in the 1970's, but it is still substantial. Population density is a relatively high 267 per square mile.

Looking at the age distribution of the population, it is seen that, when compared with the rest of the state, the county has a large "surplus" of persons in the 18 to 44 group. The attractiveness of the county is illustrated by a net in-migration of 29,000 persons during the 1960's. University students were part of the in-migrants, and they are the chief reason for the large 18-44 year old bulge. Even without these, Madison would have a "young" population.

Median family income of $11,263 is substantially higher than the state average for 1969. With 6.86 percent of the state's population, Dane County had 7.27 percent of the personal income in 1977. Counting students in the population deflates average incomes; for non-students the incomes are obviously on the high side for this region.

The county is a net importer of labor; that is, substantial numbers of jobs are filled by persons who live elsewhere and commute to Dane County. In addition to the state government and the university, the number of service jobs is swelled by the presence in the county of numerous federal workers, in such establishments as the Forest Products Laboratory and the Veteran's Hospital. Other service workers are found in insurance—several insurance companies have headquarters in Madison—and in regional sales offices. Notice that almost one-third of the county's jobs are in government.

While less important, manufacturing is also a large employer. Factory jobs have been increasing rapidly. Farming accounts for only 4 percent of the jobs.

Despite the relatively small number of persons engaged, agriculture makes an important contribution to the county's economy. Dane is usually first in rank among all Wisconsin counties in farm income; it generally leads also in cropland harvested. The county has much high-grade farm land, and its location gives it a comparatively long growing season for crops like corn.

As elsewhere, the number of farms is decreasing, and the average size of farms is increasing. Average sales per farm at $37,000 in 1977 were well above the state average. Dairy products are the single most important source of farm income, as is typical of Wisconsin, but the county lies within the corn belt, and swine and beef cattle are important. There is some tendency for farmers to switch to cash cropping.

Topographically, the county comprises both glaciated and driftless (or "old" drift) terrain, which means that part of the land is rolling and open, and part is hilly, cut by steep valleys. The western part of the county is hilly. Lakes are present in the glaciated portions; the two largest, both at Madison, are Mendota and Monona.

Only 10 percent of the land area is woodlands. Among common trees are oak and elm. Large volumes of sand and gravel are produced, and also crushed limestone. There are deposits of high grade silica sand.

The volume of retail trade is high. In 1977 the county had 8.14 percent of the state's sales, with only 6.86 percent of the population. Especiallly strong are the furniture, apparel, and general merchandise categories. The county also has a substantial wholesale trade volume, and service industries reported over 10 percent of the state's receipts. It is obvious that Madison is gaining rapidly in the trade and the services sectors.

Products made by Dane County manufacurers range from meats to surgical and medical instruments. Manufacturing is relatively less important in Dane County than in the state as a whole, accounting for 10.8 percent or all jobs, against 24.9 percent statewide. Nevertheless, the county has a varied and growing industrial base. This growth is spread throughout the county. Several firms have opened in the past few years. The presence of the university, with its scientific community and facilities, as well as the cultural advantages offered, has attracted some research organizations and manufacturers of technical equipment.

Dane County's transportation system is outstanding—the I-system, rail, pipelines, and a major airport (Truax) at Madison. Republic Airlines, Northwest Orient, and Ozark serve the city. Green Bay Airways is a new commuter service.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	436	375	316
Employees (1,000's)	17.8	16.2	16.3
% of state	3.29	3.23	3.18
Total payroll ($ millions)	$ 265.2	$ 163.7	$ 118.4
% of state	3.59	3.46	3.31
Avg. earnings/hr., prod. workers	$ 6.56	$ 4.49	$ 3.27
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 536.3	$ 300.0	$ 196.3
% of state	3.20	3.17	2.80
New mfg. capital expenditures ($ millions)	$ 34.3	$ 18.6	$ 11.6
% of state	2.88	3.48	2.29
Value of shipments ($ millions)	$ 1,414.2	$ 804.9	$ 536.3
% of state	3.62	3.78	3.47

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	22	17	7	4	2
Textiles, apparel, leather	7	1	0	0	1
Wood products, furniture	19	7	3	1	1
Paper, paper prods.	3	1	0	1	0
Chemicals, petrol., rubber & plastics	17	11	4	5	0
Metalworking, mach., transport. equip.	68	21	5	8	5
Printing & publishing	71	11	6	2	2
All other types	41	3	2	2	2

Factory jobs per 1,000 population, June, 1978

County 63 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Oscar Mayer & Co. Inc.	Madison	Meat packing	3,800-3,900
Graber Industries, Inc.	Middleton	Drapery hardware, etc.	1,100-1,200
Ohio Medical Products (Airco)	Madison	Medical equipment, supplies	1,000-1,099
Ray-O-Vac Corp.	Madison	Batteries	800-849
Dairy Equipment Division (DEC)	Madison	Dairy equipment, coolers, etc.	550-599
Webcrafters Inc.	Madison	Printing	450-499
Gardner Baking Co.	Madison	Baked goods	450-499
Madison-Kipp Corp.	Madison	Die castings, lubricators, etc.	450-499
Wick Building Systems	Mazomanie	Manufactured houses, agricultural buildings	450-499
Chromalloy American Corp.	Madison	Silos, farm equipment	350-399

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
UW-Madison (incl. Medical Center)	Madison	University, hospital	14,000-14,099
Madison General Hospital	Madison	Hospital	1,600-1,699
American Family Mutual Insurance Co.	Madison	Insurance	1,500-1,599
St. Mary's Hospital	Madison	Hospital	1,400-1,499
Central Wis. Center for Dev. Disabled	Madison	Institutional care	1,300-1,399

MANUFACTURING — ANALYSIS

Dane has lots of factory jobs, but it isn't generally characterized as an industrial county. There has been steady growth. Jobs now (1979) are hovering around the 20,000 level. The county is strong in foods and in printing. Metalworking skills are significant, but this doesn't mean heavy machinery products. Major current expansions are underway for Wick Building Systems (Mazomanie) and Nicolet Instruments, Madison.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$111,513	% of state	7.53
Per capita [r]	$ 355	State avg. $	320
Full value rate [s]	$ 25.30	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 5,205	% of state	7.08
Per capita [r]	$ 16,600	State avg. $	15,900
Manufacturing real estate ($1,000's)	$136,920	% of state	3.85

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 85,638	7.65
Corporate income	19,130	7.23
Sales and use	$ 50,902	7.20

State Shared Taxes	($1,000's)	% of state
Total	$ 20,575	6.77
State Aids		
Payment to school districts	$ 31,582	5.02
Health & social services (co. govt. only)	$ 26,866	6.26
Transportation	$ 6,493	5.36

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Belleville, vil.*	1,063	1,297	21.4
Black Earth, vil.	1,114	1,300	16.7
Blue Mounds, vil.	261	356	3[illegible].4
Cambridge, vil.*	689	914	32.7
Cottage Grove, vil.	478	963	101.5
Cross Plains, vil.	1,478	2,349	58.9
Dane, vil.	486	620	27.6
Deerfield, vil.	1,067	1,402	31.4
De Forest, vil.	1,911	2,990	56.5
Maple Bluff, vil.	1,974	1,441	-27.0
Marshall, vil.	1,043	2,058	97.3
Mazomanie, vil.	1,217	1,386	13.9
McFarland, vil.	2,386	3,533	48.1
Mount Horeb, vil.	2,402	3,112	29.6
Oregon, vil.	2,533	3,892	52.4
Rockdale, vil.	172	177	2.9
Shorewood Hills, vil.	2,206	1,636	-25.8
Waunakee,*vil.	2,181	3,745	71.7
Madison, city	171,809	171,113	-0.4
Middleton, city	8,246	11,564	40.2
Monona, city	10,420	9,623	-7.6
Stoughton, city	6,096	7,843	28.7
Sun Prairie, city	9,935	13,576	36.6
Verona, city	2,334	3,541	51.7

*total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 13,050 % of state 9.54

Valuation per unit, 1978:

$ 45,301 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 51,647 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	1,546	277,156	7.80
Manufacturing	177	39,826	4.22
Commercial	462	65,582	8.46
Amusement & recreation	47	7,807	6.60
Hotels, motels, etc.	9	4,791	9.63

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 789,100; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 21,366; **Total number of lakes** 35; **Lakes with public access** 21

Total public land designated for recreation use 28,406 acres: **Federal-** 0 acres; **State-** 11,032 acres; **County-880** acres; **Other public areas** [y] 16,494 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 24; **Canoe pick-up services** 17

Swimming [z] 37 areas

Fishing: Sample of fish caught— panfish, walleye, bass, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 11 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 307 sites

Major hiking trails 0 miles

Bicycling trails 66 miles

Snowmobiling trails open to public use 8 miles

Downhill skiing [z] 1 areas, 6 runs

Cross country skiing [z] 8 areas, 53 miles

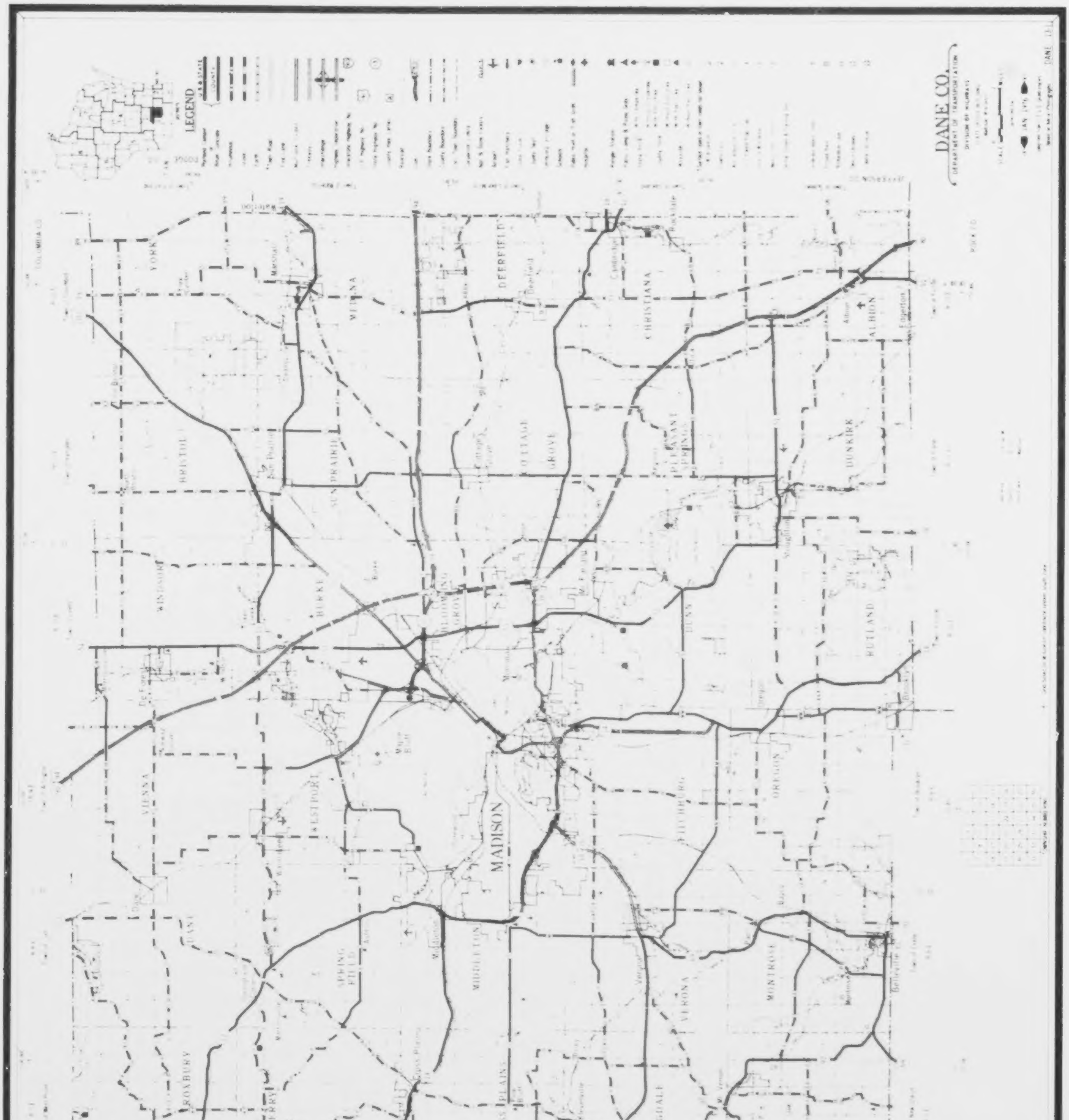
Hunting 8,548 acres

OF SPECIAL INTEREST Blue Mounds State Park, Cave of the Mounds, Little Norway, State Capitol, State Fish Hatchery, State Historical Museum, University of Wisconsin Campus & Arboretum, Vilas Zoo, Yahara River Water Trail

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas


DANE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
LEGEND
YORK
BRISTOL
WINDSOR
VIENNA
DANE
ROXBURY
MAZOMANIE
MEDINA
SUN PRAIRIE
BURKE
WESTPORT
SPRINGFIELD
BERRY
BLACK EARTH
DEERFIELD
COTTAGE GROVE
BLOOMING GROVE
MADISON
MIDDLETON
CROSS PLAINS
VERMONT
CHRISTIANA
PLEASANT SPRINGS
DUNN
FITCHBURG
VERONA
SPRINGDALE
BLUE MOUNDS
ALBION
DUNKIRK
RUTLAND
OREGON
MONTROSE
PRIMROSE
PERRY
DANE 13-1

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DODGE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

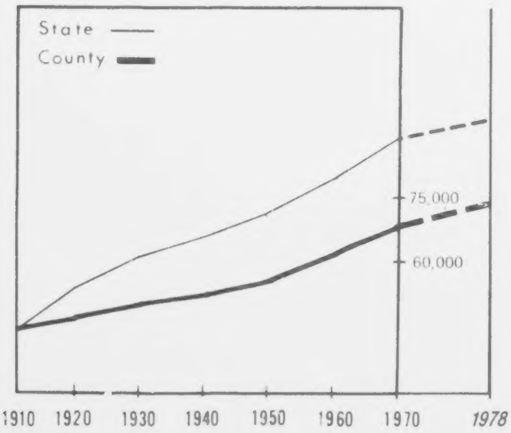
DODGE

This is one of the state's solid, diversified counties. Growth is consistent but not spectacular. Metal fabrication is the county's industrial trademark. Vegetable production supplements the highly-developed dairy industry.

POPULATION

1978 population [a]	74,117	% of state	1.59
1970 population [b]	69,004	% of state	1.56
1970-78 change (%)	7.4	State change	5.3 %
Net migration, 1960-70	88 out-		
Density, 1978	83.1 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	12,839	11,863	37	37	35	34
18-44	11,461	10,389	33	33	31	34
45-64	7,262	7,151	21	20	21	20
65 & over	3,576	4,463	9	10	13	12
Total	35,138	33,866	100%		100%	

Median age 29.2; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,767; State $ 10,068

Income Groups:	County %	State %
Under $4,000	13	13
$10,000 & over	48	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 460,688; % of state 1.44

Per capita $ 6,298; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 123,495
Farm	$ 43,307
Govn't. state & local	$ 33,567

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	23,476	$ 204	1,284
Major Groups:			
Construction	1,586	$ 282	189
Manufacturing	10,780	$ 233	122
Transp., Util.	767	$ 285	79
Wholesale trade	910	$ 230	104
Retail trade	3,283	$ 128	375
Finance, Ins., etc.	590	$ 193	75
Services	2,692	$ 141	251
Government	2,664	$ 165	67

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	3,413	3,138	10.4	4.9
Nonfarm Proprietors	1,649	1,784	5.9	6.2
Wage & Salary Employment (major groups):				
Farm	1,076	1,650	5.5	2.1
Construction	596	1,321	4.4	3.
Manufacturing	7,856	8,947	29.8	24.9
Transp., Util.	573	821	2.7	3.9
Wholesale trade	286	992	3.3	4.1
Retail trade	2,700	3,159	10.5	14.8
Finance, Ins., etc.	533	577	1.9	3.8
Services	2,587	2,954	9.8	15.9
Government	4,201	4,526	15.1	15.5
Total (Employment)	25,521	30,033	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	2,810	473,500
1977	2,820	473,900

% of land in farms, 1978 84 State 54 %

Avg. size of farms, 1978 168 ac State avg. 196 ac

Avg. cropland harvested per farm reporting any, 1974 [h] 126 ac State avg. 107 ac

Farm sales, $ per acre, land continuing in agric. (1977) $ 990 State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm $ 41,673 State avg. $ 32,493

Total ($1,000's) $117,517 % of state 3.7

Major Groups	($1,000's)	% of State
Dairy products	$ 69,458	3.7
Meat animals	$ 22,477	4.5
Poultry & eggs	$ 1,131	1.0
Field crops	$ 13,955	4.8
All vegetables	$ 9,101	5.0
Specialty crops	$ 678	0.6

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 43,500

% of land area 8 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds.		0
Other softwoods	2,022	3,376	0
Oak	5,767	21,517	144
Maple (hard)	1,722	5,057	7
Aspen	1,936	1,569	0
Other hardwoods	12,656	31,853	102

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Lime, sand & gravel

Value of product $ W % of state

Employment covered by U.C., 1977 (an avg.) [l]

County 39 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines cooperating: *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 652 1972 758

Sales ($1,000's): 1977 $164,825 % of state 1.10

1972 $107,570 % of state 1.16

Sales per capita, 1977: Co. $ 2,244 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 16,713	0.87
Foods	$ 40,652	1.33
Automotive	$ 32,643	1.09
Gas stations	$ 13,846	1.11
Apparel	$ 6,496	1.16
Furnit., house equip.	$ 5,853	0.86
Eating & drinking places	$ 14,904	0.98
Drug stores	$ W	—
Miscellaneous	$ 12,982	0.87

WHOLESALE TRADE

No. of establishments: 1977 118 1972 135

Sales ($1,000's): 1977 $ 134,315 % of state 0.68

1972 $ 70,713 % of state 0.65

SERVICE INDUSTRIES

No. of establishments: 1977 417

Total receipts, 1977 ($1,000's) $ 15,198 % of state 0.58

Hotel, motels, recreation camps

No. of establishments: 1977 17 1972 20

Receipts: ($1,000's) 1977 $ 802 % of state 0.29

1972 $ 713 % of state 0.41

Amusements, recreation services

No. of establishments: 1977 53 1972 51

Receipts: ($1,000's) 1977 $ 3,208 % of state 1.18

1972 $ 1,769 % of state 1.00

[m] U.S., Bureau of the Census

DODGE COUNTY - A DESCRIPTION

Dodge is among Wisconsin's prosperous counties that have grown consistently. Manufacturing and farming underpin the economy. Metal fabrication, strong in this area, has been the most dynamic provider of jobs, among Wisconsin industries, for several years. Possibly it is taking a breather.

Dodge County is located more or less midway between Wisconsin's two major cities. Its county seat, Juneau, is about fifty miles from both Milwaukee and Madison. The county has a mixture of old, home-grown companies and newer ones that have recognized the potentials for recruiting labor in this region.

Dodge County's topography reflects both the underlying bedrock (generally dolomites) and glacial action. Long, oval hills that point in the direction of the ice movement are very common, especially north of Watertown. These are called drumlins, and consist of unstratified glacial drift. The county has several sizable lakes as well as peat bogs and morainic hills associated with glaciation. The Horicon Marsh is known for its fall geese population. Most of the county has gently rolling landscape, with silt loam or sandy loam soils of a comparatively productive quality.

While Dodge County has extensive manufacturing activity, it maintains a strong agricultural base. Average sales of almost $42,000 per farm are well above the state average. In numbers of jobs provided and in value of product, however, manufacturing is of greater magnitude. In 1977 manufacturing employed 30 percent of those working in the county, compared with 16 percent for farming.

Another measure of the county's industrialization is shown indirectly by its population growth. This was up 9.6 percent in the 1950's and 9.2 in the 1960's, whereas typical rural counties lost population. Current estimates show considerable growth since 1970. This is due to both natural increase and in-migration. Population density of 83 per square mile is close to the state average.

Dodge County has numerous small cities and villages, but no large cities. The median age of residents is higher than the state median. Yet, this county has relatively large numbers in the 18-44 age group.

Median family income is somewhat behind the state average, but the latter figure is heavily weighted by the buying power of the highly urbanized areas. Dodge County ranks well in buying power among counties of its class. In 1977 the county received an estimated 1.44 percent of all personal income, for 1.59 percent of the state's population.

After many years of shrinkage in farm numbers and, to some extent, land in farms, those numbers seem to be stabilizing. Dairy products are by far the most important source of farm income, but meat animals (esp. hogs) are also important. The county has long been an important vegetable producer. It ranked second in both peas and sweet corn in 1977. There appears to be more cash cropping than formerly.

By Wisconsin standards, very little of the land is in woodlands: 8 percent, compared with the state average of 43 percent. The leading species are hardwoods, such as oak, elm, and maple. The principal mineral production is lime, sand and gravel, and limestone. The latter was not listed in 1977.

Probably because of competition from metropolitan centers, per capita retail sales within the county are well below the state average. The chief gap is in general merchandise. The wholesale trade sector seems to have outpaced the state growth. The hotel, motel, etc. sector showed weak trends between 1972 and 1977, whereas amusements, etc., showed strength.

Food production is carried on by many firms, but the predominant production in terms of employment and value is in metalworkng groups. Deere & Company is the largest employer. The growth of metal fabrication in the county is probably its most distinguishing feature. Footwear is another leading industry group.

The county is served by the Milwaukee Road, the Chicago & North Western, and the Soo Line. Highways connect it with the Fox River Valley industrial district to the north and the Milwaukee area to the east. Residents can drive to either Madison or Milwaukee to obtain scheduled flight service of a comprehensive character.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	144	120	123
Employees (1,000's)	8.7	8.8	7.6
% of state	1.61	1.76	1.48
Total payroll ($ millions)	$ 107.2	$ 67.1	$ 47.4
% of state	1.45	1.42	1.32
Avg. earnings/hr., prod. workers	$ 5.72	$ 3.74	$ 2.70
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 274.0	$ 145.4	$ 106.0
% of state	1.64	1.54	1.51
New mfg. capital expenditures ($ millions)	$ 11.6	$ 6.6	$ 3.6
% of state	0.98	1.23	0.71
Value of shipments ($ millions)	$ 580.8	$ 323.8	$ 220.6
% of state	1.49	1.52	1.43

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	17	5	2	6	2
Textiles, apparel, leather	1	1	0	0	1
Wood products, furniture	4	3	1	0	0
Paper, paper prods.	2	3	0	0	0
Chemicals, petrol., rubber & plastics	3	0	0	0	1
Metalworking, mach., transport. equip.	21	15	5	4	6
Printing & publishing	6	2	0	1	0
All other types	11	1	0	1	0

Factory jobs per 1,000 population, June, 1978

County 116 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Deere & Company	Horicon	Lawn & garden equipment, snowmobiles	1,300-1,399
Green Giant Co.	Beaver Dam	Canned vegetables (seasonal)	1,000-1,099
California Canners & Growers	Lomira	Canned vegetables (seasonal)	650-699
Weyenberg Shoe Mfg. Co.	Beaver Dam	Shoes	600-649
Mayville Metal Prod. Co.	Mayville	Metal fabrication	600-649
Maysteel Corp.	Mayville	Metal fabrication	500-549
Aunt Nellies Foods, Inc. (Beatrice)	Clyman	Canned vegetables (seasonal)	500-549
Malleable Iron Range Co.	Beaver Dam	Major cooking appliances, furnaces, etc.	450-499
Metalfab, Inc.	Beaver Dam	Metal fabrication	350-399
National Rivet & Mfg. Co.	Waupun	Bolts, nuts, screws	350-399

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Waupun Correctional Institution	Waupun	Correctional facility	600-649
Beaver Dam Community Hospital	Beaver Dam	Hospital	550-599
The Kindt Corp.	Lomira	Building materials dealer	300-349
Michels Pipeline Construction Inc.	Brownsville	Construction	300-349
Watertown Memorial Hospital	Watertown	Hospital	300-349

MANUFACTURING — ANALYSIS

Dodge County has had almost stable employment for many years. It has generally been around 8,800. The separate companies may have fluctuated more. The list of companies above includes some large canneries. However, this is almost the heart of Wisconsin's growing metal fabrication industry. There are giant stamping operations, making industrial items as well as consumer ones. Some sizable plant expansions are in the works.

[n] U.S. Bureau of Census, *Census of Manufacturers*
[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)
[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)

Total ($1,000's)	$ 21,145	% of state	1.43
Per capita [r]	$ 288	State avg.	$ 320
Full value rate [s]	$ 19.72	State avg.	$ 22.31

Property Assessment—full value

Total ($ millions)	$ 1,203	% of state	1.64
Per capita [r]	$ 16,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 55,657	% of state	1.56

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 15,934	1.42
Corporate income	$ 3,734	1.41
Sales and use	$ 10,846	1.53

State Shared Taxes	($1,000's)	% of state
Total	$ 4,239	1.39
State Aids		
Payment to school districts	$ 7,981	1.27
Health & social services (co. govt. only)	$ 5,171	1.20
Transportation	$ 1,869	1.54

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes, and Town, Village and City Taxes.*

[r] Per capita figures based on resident population only

[s] Per $1,000 of value, real estate full value rate

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Brownsville, vil.	374	443	18.4
Clyman, vil.	328	326	-0.6
Hustisford, vil.	789	871	10.4
Iron Ridge, vil.	480	696	45.0
Kekoskee, vil.	233	236	1.3
Lomira, vil.	1,084	1,403	29.4
Lowell, vil.	322	329	2.2
Neosho, vil.	400	595	48.7
Randolph, vil.*	1,582	1,772	12.0
Reeseville, vil.	566	672	18.7
Theresa, vil.	611	746	22.1
Beaver Dam, city	14,265	14,409	1.0
Fox Lake, city	1,242	1,280	3.1
Horicon, city	3,356	3,619	7.8
Juneau, city	2,043	2,116	3.6
Mayville, city	4,139	4,486	8.4
Waupun, city*	7,946	8,023	0.1

*total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,823 % of state 1.33

Valuation per unit, 1978:

$ 41,303 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 38,784 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	351	59,335	1.67
Manufacturing	70	22,708	2.41
Commercial	100	16,887	2.18
Amusement & recreation	14	1,772	1.50
Hotels, motels, etc.	4	110	0.22

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 582,400; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 13,267; Total number of lakes 30; Lakes with public access 16

Total public land designated for recreation use 82,765 acres. Federal- 20,023 acres; State- 21,044 acres; County- 197 acres; Other public areas [y] 41,501 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 44; Canoe pick-up services 0

Swimming [z] 7 areas

Fishing: Sample of fish caught— panfish, northern, bullheads, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 3 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 138 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 11 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 36,718 acres

OF SPECIAL INTEREST First Kindergarten Museum, Horicon Marsh Wildlife Refuge, Octagon House, Rock River Water Trail

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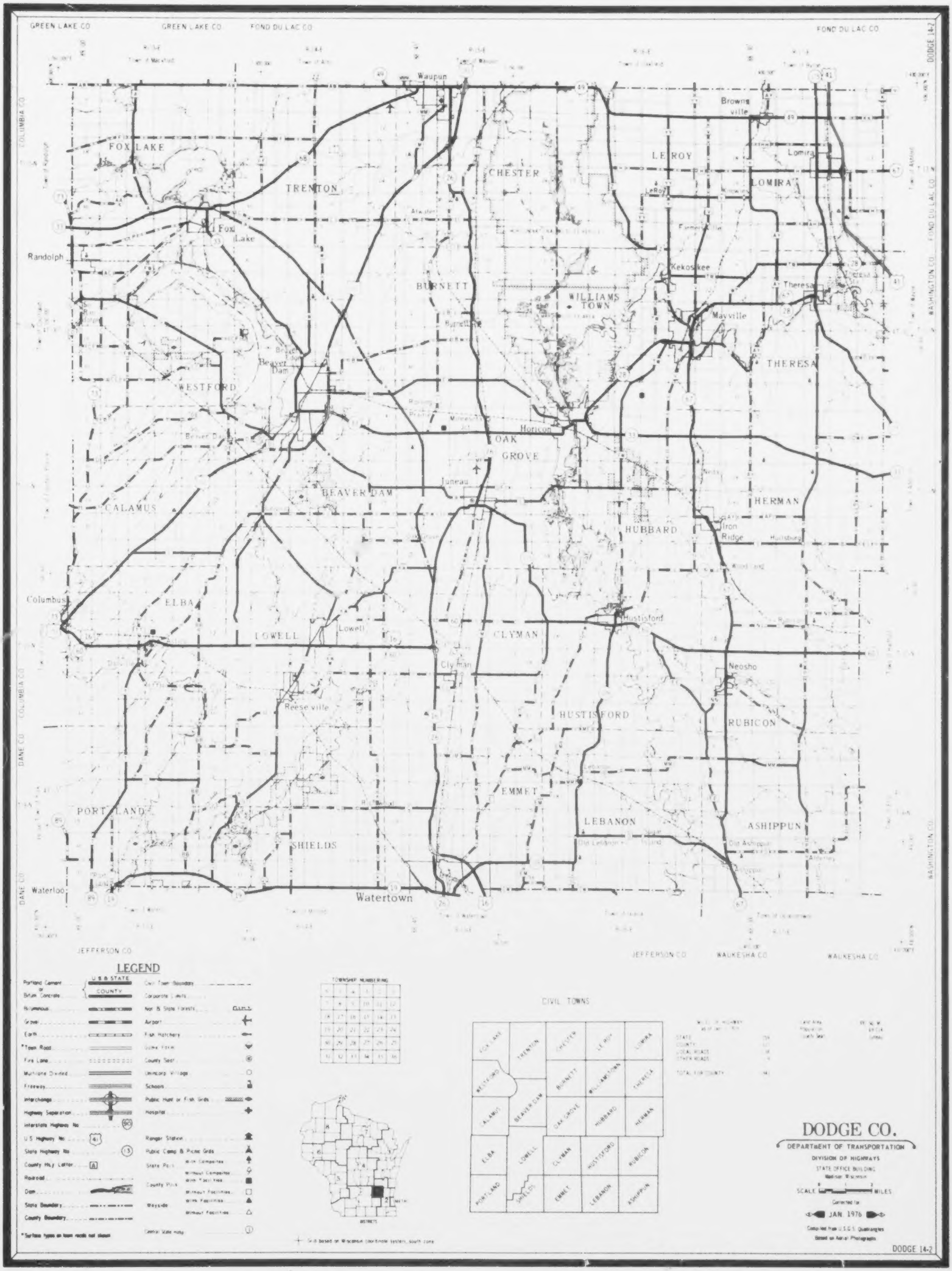
[x] Courtesy of Bureau of Planning, DNR

[y] Includes local parks, school forests and quasi-public areas

[z] Private as well as publicly owned areas


GREEN LAKE CO.
GREEN LAKE CO.
FOND DU LAC CO.
FOND DU LAC CO.
DODGE 14-2
Waupun
Brownsville
FOX LAKE
TRENTON
CHESTER
LE ROY
Lomira
LOMIRA
Fox Lake
Randolph
Kekoskee
BURNETT
WILLIAMS TOWN
Mayville
Theresa
THERESA
Beaver Dam
WESTFORD
Horicon
OAK GROVE
Juneau
BEAVER DAM
CALAMUS
HERMAN
HUBBARD
Iron Ridge
Columbus
ELBA
Hustisford
LOWELL
Lowell
CLYMAN
Clyman
Neosho
Reeseville
HUSTISFORD
RUBICON
EMMET
PORTLAND
LEBANON
ASHIPPUN
SHIELDS
Waterloo
Watertown
COLUMBIA CO.
DANE CO.
JEFFERSON CO.
WAUKESHA CO.
WASHINGTON CO.
LEGEND
TOWNSHIP NUMBERING
CIVIL TOWNS
FOX LAKE
TRENTON
CHESTER
LE ROY
LOMIRA
WESTFORD
BURNETT
WILLIAMSTOWN
THERESA
CALAMUS
BEAVER DAM
OAK GROVE
HUBBARD
HERMAN
ELBA
LOWELL
CLYMAN
HUSTISFORD
RUBICON
PORTLAND
SHIELDS
EMMET
LEBANON
ASHIPPUN
DODGE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
DODGE 14-2

6

S 1703

DOOR COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

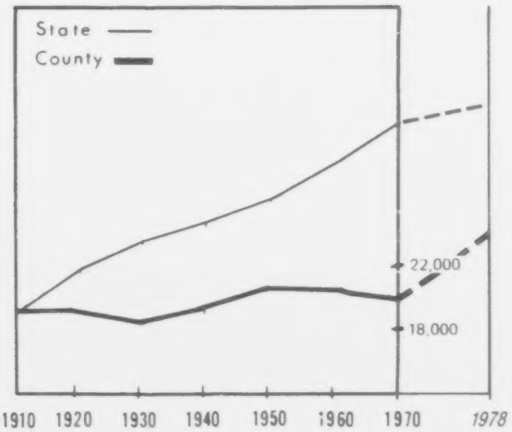
DOOR

Recreation orientation has, in the 1970's, been a guarantor of rapid population growth. Door is no exception. The industrial base (shipbuilding in particular) has grown considerably. The Door Peninsula offers some of Wisconsin's best scenery.

POPULATION

1978 population [a]	24,134	% of state	0.52
1970 population [b]	20,106	% of state	0.46
1970-78 change (%)	20.0	State change	5.3 %
Net migration, 1960-70	1,636 out-		
Density, 1978	49.2 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Wis.	Female Co.	Wis.
Under 18	3,505	3,260	35	37	32	34
18-44	2,765	2,663	28	33	26	34
45-64	2,349	2,579	23	20	26	20
65 & over	1,423	1,562	14	10	16	12
Total	10,042	10,064	100 %		100 %	

Median age 33.8; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,076; State $ 10,068

Income Groups:	County %	State %
Under $4,000	19	13
$10,000 & over	33	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 158,692; % of state 0.50

Per capita $ 6,596; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 43,410
Retail trade	$ 13,795
Services	$ 13,462

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income*.

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	9,796	$ 180	718
Major Groups:			
Construction	444	$ 234	96
Manufacturing	3,946	$ 230	39
Transp., Util.	173	$ 250	29
Wholesale trade	185	$ 214	29
Retail trade	1,968	$ 121	256
Finance, Ins., etc.	209	$ 181	38
Services	1,657	$ 125	181
Government	1,062	$ 161	33

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	1,421	1,260	10.5	4.9
Nonfarm Proprietors	1,050	1,247	10.4	6.2
Wage & Salary Employment (major groups):				
Farm	400	452	3.8	2.1
Construction	362	395	3.3	3.4
Manufacturing	1,526	3,294	27.5	24.9
Transp., Util.	267	155	1.3	3.9
Wholesale trade	68	190	1.6	4.1
Retail trade	1,307	1,805	15.1	14.8
Finance, Ins., etc.	150	227	1.9	3.8
Services	946	1,532	12.8	15.9
Government	1,260	1,343	11.2	15.5
Total (Employment)	8,792	11,962	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis. *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	1,220	178,800
1977	1,230	179,000

% of land in farms, 1978	54	State 54%
Avg. size of farms, 1978	147 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	84 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 458	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 21,972	State avg. $ 32,493
Total ($1,000's)	$ 27,025	% of state 0.9

Major Groups	($1,000's)	% of State
Dairy products	$ 15,966	0.8
Meat animals	$ 2,785	0.6
Poultry & eggs	$ 137	0.1
Field crops	$ 1,278	0.4
All vegetables	$ 727	0.4
Specialty crops	$ 5,943	5.0

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 105,200

% of land area 33 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		22
Other softwoods	20,248	33,333	30
Oak	7,244	27,166	16
Maple (hard)	6,359	16,433	30
Aspen	11,400	5,805	18
Other hardwoods	40,014	94,562	127

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):

Sand & gravel, stone

Value of product $ 1,036,000 % of state 0.77

Employment covered by U.C., 1977 (an avg.)[l]

County 26 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments:, 1977	387	1972	367
Sales ($1,000's): 1977	$ 80,140	% of state	0.53
1972	$ 47,977	% of state	0.52
Sales per capita, 1977: Co.	$ 3,446	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 7,974	0.81
Gen. merchandise	$ 7,041	0.37
Foods	$18,617	0.62
Automotive	$16,440	0.53
Gas stations	$ 6,712	0.54
Apparel	$ 2,026	0.36
Furnit., house equip.	$ 844	0.12
Eating & drinking places	$11,883	0.78
Drug stores	$ 1,213	0.32
Miscellaneous	$ 7,390	0.47

WHOLESALE TRADE

No. of establishments: 1977 37 1972 34

Sales ($1,000's): 1977 $ 23,516 % of state 0.12

1972 $ 11,307 % of state 0.10

SERVICE INDUSTRIES

No. of establishments: 1977 219

Total receipts, 1977 ($1,000's) $ 14,910 % of state 0.58

Hotel, motels, recreation camps

No. of establishments: 1977 97 1972 101

Receipts: ($1,000's) 1977 $ 6,205 % of state 2.25

1972 $ 3,606 % of state 2.10

Amusements, recreation services

No. of establishments: 1977 33 1972 32

Receipts: ($1,000's) 1977 $ 1,250 % of state 0.46

1972 $ 1,014 % of state 0.58

[m] U.S., Bureau of the Census

DOOR COUNTY - A DESCRIPTION

Door County, after losing population in the sixties, is growing rapidly in the 1970's. The economic base has grown remarkably. (Shipbuilding is the key.) However, population growth is probably due in large part to factors other than just job growth.

Door County is rich in scenery and history. The first white man to see it was the explorer, Jean Nicolet, in 1634. Father Allouez established a mission in 1669. Fur trappers knew the country well. When the land was opened for settlement in 1831, fishing for lake trout, whitefish and other species soon became an important industry. Quaint fishing villages are still of interest to visitors.

Large-scale lumbering began in the 1850's and continued to the end of the century. The most important ethnic groups in settling the county were Germans, Norwegians, Belgians, Swedes and Danes. Dairying provides more income to farmers than such specialty crops as cherries and apples, but the fruit trees have given the county a landscape and an agricultural income base different from any other in the state. Fruit crops are developed to commercial proportions in Door County because Lake Michigan and Green Bay modify the climate. The cherry industry has been shrinking.

Sturgeon Bay, especially, and the rest of the county to some extent, were benefitted by two construction projects late in the 19th century. The Sturgeon Bay & Lake Michigan Canal greatly shortened the distance for ships traveling between Green Bay and Lake Michigan. The Ahnapee & Western railroad, linking Sturgeon Bay to the Green Bay & Western system, gave the peninsula a rail outlet. There is no longer any rail service into Door County.

Shipbuilding, and ship repairs and services, centered in Sturgeon Bay, have long accounted for much of the manufacturing activity. Historically it was an unstable industry, and because of its size intermittent periods of economic distress have been a fact of life in this area. Still, the industry has grown over the years, and in 1971 major operations were moved here from Manitowoc. There seems to be a big backlog of work. Jobs have more than doubled in just the 1970's. Major plant investments are being made.

Following regional trends, the county has experienced a decline in agricultural employment. Land in farms represents about 54 percent of the total land area. There are still a fairly large number of farms, but average farm size is not large. Sales per farm are significantly below the state average. A substantial proportion of farm operators supplement their incomes through off-farm employment. The fluctuating labor force requirements of the shipyards have been met, to a certain extent, by reliance on farmers.

A comparative deficit (1970) in the 18-44 age group of the population reflects earlier out-migration of substantial numbers of young people seeking opportunties elsewhere. During the 1950's almost 3,000 more persons left the county than moved in. This exceeded the natural increase (births over deaths), and the county's population declined slightly from a 1950 peak. Out-migration (net) decreased to about 1,600 in the 1960's, but this was still relatively sizable. Sizable in-migration is evident now, and the 1980 population should be younger, on the average.

Door County is a favorite vacation spot for many residents of Wisconsin and other states, many of whom maintain summer homes. Musical, theatrical, and other cultural activities are a regular part of the season. Certainly this is one of the more scenic parts of the midwest.

The county has about .52 percent of the state's population and .50 percent of the state's personal income. Retail sales are strong. High building materials sales are typical of resort areas, as is a high volume for eating and drinking places. General merchandise, apparel, and furniture sales are typically weak. There is indication of growth in wholesale trade in Door County, and hotel, motel, etc., trends look good, 1972-77.

Besides the shipbuilding firms there are several food producers and some plants that are fairly new to the county, making shoes, wire products, and electric motors.

Growth in recreation-related industries is a virtual certainty. Private cottages are being added. (Notice the high number of building permits.) Rock Island State Park, recently established, offers secluded campsites in a virgin wilderness area. Newport State Park is quite new. Icelandic-style buildings on Washington Island contribute historic interest. There are older, well-attended state parks.

There is commuter service at the Sturgeon Bay airport. More extensive service is provided at Green Bay.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	47	36	33
Employees (1,000's)	3.5	1.6	1.5
% of state	0.65	0.32	0.29
Total payroll ($ millions)	$ 39.2	$ 10.3	$ 8.4
% of state	0.53	0.22	0.23
Avg. earnings/hr., prod. workers	$ 5.25	$ 2.79	$ 2.68
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 106.3	$ 22.2	$ 15.6
% of state	0.63	0.23	0.22
New mfg. capital expenditures ($ millions)	$ 7.3	$ 2.8	$ .6
% of state	0.61	0.52	0.12
Value of shipments ($ millions)	$ 201.3	$ 45.7	$ 34.6
% of state	0.52	0.21	0.22

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	6	1	0	0	0
Textiles, apparel, leather	0	0	0	1	0
Wood products, furniture	2	0	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	2	0	0	0	0
Metalworking, mach., transport. equip.	4	5	0	2	3
Printing & publishing	5	1	0	0	0
All other types	6	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 166 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Bay Shipbuilding Corp.	Sturgeon Bay	Shipbulding	1,800-1,899
Peterson Builders, Inc.	Sturgeon Bay	Shipbuilding	750-799
Doerr Electric Corp.	Sturgeon Bay	Electric motors	550-599
The Bootmakers of Sturgeon Bay, Inc.	Sturgeon Bay	Men's shoes, boots	150-199
Palmer Johnson Inc.	Sturgeon Bay	Custom aluminum yachts, etc.	100-149
Dorco Mfg. Inc.	Sturgeon Bay	Wire products	70-99
Midwest Wire Products of Wis.	Sturgeon Bay	Wire products	30-49
C & S Manufacturing Corp.	Sturgeon Bay	Hardware products	30-49
Sturgeon Bay Metal Products, Inc.	Sturgeon Bay	Electrical cable straps	30-49
Therma-Tron-X, Inc.	Sturgeon Bay	Industrial ovens, etc.	20-29

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Door County Memorial Hospital	Sturgeon Bay	Hospital	250-299
Dorchester Nursing Home	Sturgeon Bay	Nursing home	100-149
Al Johnson's Swedish Restaurant	Sister Bay	Eating place	70-99
Bank of Sturgeon Bay	Sturgeon Bay	Bank	70-99
Leathem Smith Lodge	Sturgeon Bay	Resort	70-99

MANUFACTURING — ANALYSIS

Industries in Door County reported 4,089 jobs in March 1979 (latest data available). Not long ago the figure 1,600 looked good. Most of the difference is explained by job growth in shipbuiding and repairs. Bay Shipbuilding used to be in Manitowoc. However, there have been slack periods in this industry. In June of 1975 the job *total* for Door County was down to 2,435. The makers of motors and of shoes are fairly recent additions.

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[n] U.S. Bureau of Census, *Census of Manufacturers*
[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)
[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 9,427	% of state	0.64
Per capita [r]	$ 405	State avg. $	320
Full value rate [s]	$ 16.57	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 682	% of state	0.93
Per capita [r]	$ 29,300	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 14,717	% of state	0.41

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 4,938	0.44
Corporate income	$ 1,285	0.49
Sales and use	$ 3,438	0.49

State Shared Taxes	($1,000's)	% of state
Total	$ 1,163	0.38
State Aids		
Payment to school districts	$ 1,664	0.26
Health & social services (co. govt. only)	$ 1,209	0.28
Transportation	$ 1,084	0.90

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Egg Harbor, vil.	184	244	32.6
Ephraim, vil.	236	278	17.8
Forestville, vil.	349	433	24.1
Sister Bay, vil.	483	536	11.0
Sturgeon Bay, city	6,776	8,063	19.0

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,322 % of state 0.97

Valuation per unit, 1978:

$ 39,252 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 39,131 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	224	26,894	0.76
Manufacturing	25	9,302	0.99
Commercial	50	5,301	0.68
Amusement & recreation	6	669	0.57
Hotels, motels, etc.	18	1,635	3.29

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 331,500. Great Lakes/Mississippi shoreline 143 miles.

Acreage of named lakes 3,261; Total number of lakes 25; Lakes with public access 23

Total public land designated for recreation use 23,718 acres: Federal- 29 acres; State- 11,157 acres; County- 469 acres; Other public areas [y] 12,063 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 0, 0; Canoe pick-up services 0

Swimming [z] 69 areas

Fishing: Sample of fish caught— panfish, trout, bass, northern, salmon

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 2,377 sites

Major hiking trails 35 miles

Bicycling trails 12 miles

Snowmobiling trails open to public use 43 miles

Downhill skiing [z] 2 areas, 9 runs

Cross country skiing [z] 6 areas, 62 miles

Hunting 5,640 acres

OF SPECIAL INTEREST Peninsula State Park, Potowatomi State Park, Ridges Sanctuary-Tofts Point-Mud Lake Area, Rock Island State Park.

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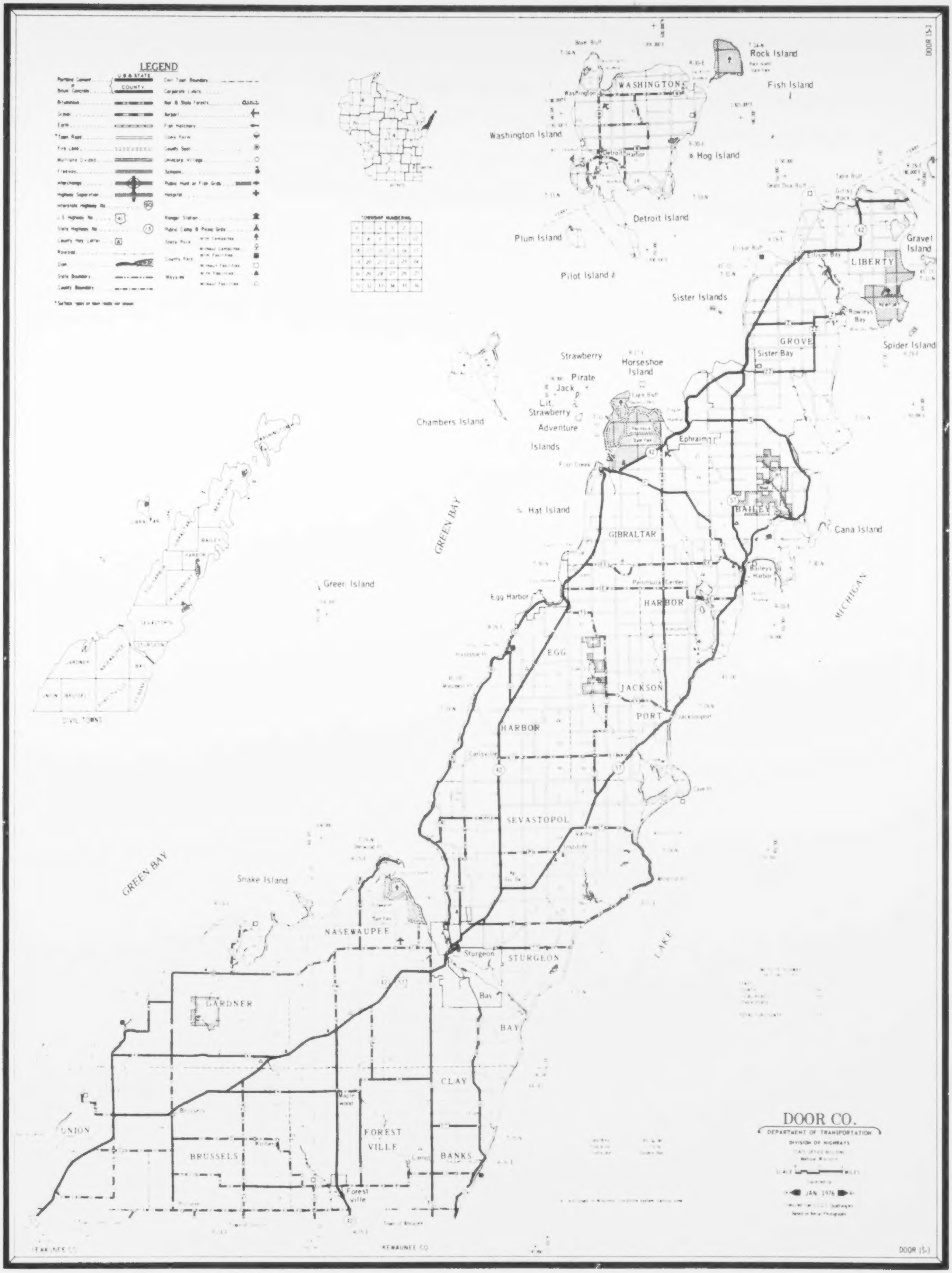
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


DOOR 15-1
LEGEND
TOWNSHIP NUMBERING
CIVIL TOWNS
Rock Island
Fish Island
WASHINGTON
Washington
Washington Island
Detroit Harbor
Hog Island
Detroit Island
Plum Island
Pilot Island
Gravel Island
LIBERTY
Ellison Bay
Sister Islands
Rowleys Bay
GROVE
Sister Bay
Spider Island
Strawberry
Horseshoe Island
Pirate
Jack
Lit. Strawberry
Adventure
Islands
Chambers Island
Ephraim
Fish Creek
Hat Island
GREEN BAY
BAILEY
Cana Island
GIBRALTAR
Baileys Harbor
Green Island
Egg Harbor
Peninsula Center
HARBOR
MICHIGAN
EGG
JACKSON
PORT
Jacksonport
HARBOR
Carlsville
SEVASTOPOL
GREEN BAY
Snake Island
NASEWAUPEE
Sturgeon
STURGEON
LAKE
GARDNER
Bay
BAY
CLAY
UNION
Brussels
BRUSSELS
FOREST
VILLE
BANKS
Maplewood
Forestville
KEWAUNEE CO.
DOOR CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN 1976
DOOR 15-1

S8703

DOUGLAS COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

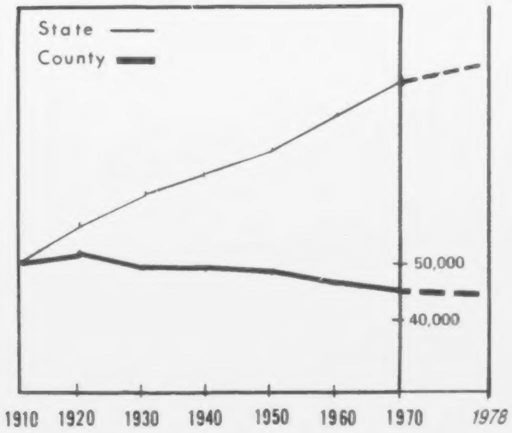
DOUGLAS

It would seem that a fair amount of industrial growth since 1970 would generate some population growth. Maybe the 1980 census will show some. Jobs in shipbuilding and repairs fluctuate greatly. The port at Superior handles an immense volume of grain, coal, iron ore pellets, etc.

POPULATION

1978 population [a]	44,000	% of state	0.95
1970 population [b]	44,657	% of state	1.01
1970-78 change (%)	-1.5	State change	5.3 %
Net migration, 1960-70	2,544 out-		
Density, 1978	33.6 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	7,517	7,080	34	37	32	34
18-44	7,265	7,092	33	33	32	34
45-64	4,917	5,233	22	20	23	20
65 & over	2,518	3,035	11	10	13	12
Total	22,217	22,440	100%		100%	

Median age 29.3; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,502; State $ 10,068

Income Groups:	County %	State %
Under $4,000	18	13
$10,000 & over	36	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 268,022; % of state 0.84

Per capita $ 5,899; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Transp. & public utilities	$ 47,690
Govn't: state & local	$ 33,331
Services	$ 26,095

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	12,202	$ 199	855
Major Groups:			
Construction	586	$ 332	71
Manufacturing	1,548	$ 270	43
Transp., Util.	1,065	$ 323	60
Wholesale trade	788	$ 312	43
Retail trade	2,865	$ 115	326
Finance, Ins., etc.	398	$ 175	67
Services	2,310	$ 129	209
Government	2,622	$ 203	31

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	408	393	2.2	4.9
Nonfarm Proprietors	1,010	1,049	5.8	6.2
Wage & Salary Employment (major groups):				
Farm	84	72	0.4	2.1
Construction	494	W	—	3.4
Manufacturing	1,346	1,626	9.0	24.9
Transp., Util.	2,082	2,506	13.9	3.9
Wholesale trade	925	714	4.0	4.1
Retail trade	2,435	3,103	17.2	14.8
Finance, Ins., etc.	W	W	—	3.8
Services	3,007	3,646	20.2	15.9
Government	3,724	3,883	21.6	15.5
Total (Employment)	15,815	18,003	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	370	77,000
1977	390	80,500

% of land in farms, 1978	9	State 54%
Avg. size of farms, 1978	208 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	78 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 293	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 15,971	State avg. $ 32,493
Total ($1,000's)	$ 6,229	% of state 0.2

Major Groups	($1,000's)	% of State
Dairy products	$ 2,239	0.1
Meat animals	$ 631	0.1
Poultry & eggs	$ 1,295	1.1
Field crops	$ 198	0.07
All vegetables	$ 4	0.002
Specialty crops	$ 1,672	1.4

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 631,900

% of land area 76 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	59,178	115,165	1,943
Other softwoods	47,898	91,593	99
Oak	26,797	41,687	24
Maple (hard)	24,553	38,874	40
Aspen	117,441	112,453	4,087
Other hardwoods	108,444	134,711	220

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Lime, sand & gravel, stone

Value of product $ 13,151,000 ('76) % of state 9.93

Employment covered by U.C., 1977 (an avg.) [l]

County NA State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	475	1972	522
Sales ($1,000's): 1977	$133,452	% of state	0.89
1972	$ 91,241	% of state	0.98
Sales per capita, 1977: Co.	$ 2,997	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 12,848	1.30
Gen. merchandise	$ 9,547	0.50
Foods	$ 26,665	0.88
Automotive	$ W	—
Gas stations	$ 15,664	1.25
Apparel	$ 5,268	0.94
Furnit., house equip.	$ 2,744	0.40
Eating & drinking places	$ 17,441	1.15
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	46	1972	56
Sales ($1,000's): 1977	$ 452,445	% of state	2.30
1972	$ 310,310	% of state	2.86

SERVICE INDUSTRIES

No. of establishments: 1977 292

Total receipts, 1977 ($1,000's) $ 13,944 % of state 0.54

Hotel, motels, recreation camps

No. of establishments: 1977	32	1972	46
Receipts: ($1,000's) 1977	$ 3,513	% of state	1.27
1972	$ 2,012	% of state	1.17

Amusements, recreation services

No. of establishments: 1977	47	1972	42
Receipts: ($1,000's) 1977	$ 1,332	% of state	0.49
1972	$ 883	% of state	0.50

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[m] U.S., Bureau of the Census

DOUGLAS COUNTY - A DESCRIPTION

Federal demographers don't agree with the idea that the county has lost population since 1970, but they don't see much growth. Despite large fluctuations in factory jobs (mainly shipbuilding and repair), the over-all job figures look favorable. Quite a number of new houses are being built.

On the southwestern shore of Lake Superior at the head of the Great Lakes, Douglas County has from the beginning of settlement been associated, in the minds of developers and promoters of many sorts, with ideas of bigness. St. Paul (Minnesota) men who laid out the city of Superior had learned that a canal would be built at Sault Ste. Marie to connect Lake Superior with Lakes Huron and Michigan. They planned for a large city, as indicated by the fact that Superior has a land area of 36.6 square miles.

Senator Stephen A. Douglas of Illinois was a shareholder in one of the land companies formed about this time to promote the area. This accounts for the name given the county. Congress gave Wisconsin 2,000,000 acres of land to aid in construction of two railways, one between Madison and Superior and one between Fond du Lac and Superior. The 1857 panic led to temporary abondonment of the work, and population apparently declined until the 1880's. Then, mining and transporting of ore from the Minnesota iron ranges gave the Superior-Duluth area its principal impetus to growth and its economic character.

The world's largest ore docks at Superior have moved hundreds of millions of tons of iron ore. The rather drastic decline in such shipments was for years a big factor in chronic unemployment and also the underemployment problems in the area. Shipments of taconite pellets are now increasing. Grain is loaded on vessels for lakeside and overseas shipment. While the tonnages are impressive by comparison with tonnages of other Great Lakes ports, the number of workers required is not so impressive. Superior has a new, large facility for transshipment of western coal to power plants farther down on the Great Lakes.

Douglas County reached its population peak around 1920. Its big growth occurred in the 1890's. Density (persons per square mile) in the county averages 34, compared with a state average of 85, but most of the county outside Superior is forested. The State University at Superior brings in a number of young people from outside the county, who tend to be counted as residents at census time. It appears that over 6,000 more individuals moved out of the county than moved in during the 1950's. This was reduced to 2,500 in the 1960's. The population is older, on the average, than the state's.

Income levels in Douglas County are generally above northern and western Wisconsin averages. The ship repair and transportation jobs are of a kind that are relatively well paying. Jobs in transportation and utilities are three times the state percentages. It is remarkable that the 1960 census reported fewer workers in construction, manufacturing, and transportation (etc.) than the 1930 census did. The recent labor force data seem favorable. Many of the residents cross the river to work in Duluth.

The Census Bureau counted 637 farms as recently as 1959. Now there are about 370. Agricultural uses occupy only 9 percent of the land area. Income from farming is rather small. Many of the farmers have city jobs.

Foresters consider that about 76 percent of Douglas County has a forest cover. Leading species are aspen and pine. In general, counties east and south of Douglas also have large stocks of aspen. The hardboard plant at Superior is eating up part of this surplus.

Douglas county has the largest lime-producing plant in Wisconsin (CLM Corp.). Exploration in search of commercial grade copper ore deposits is undertaken periodically.

Douglas County (Superior) enjoys a large volume of retail trade. With an estimated .84 percent of the state's personal income, the county had .89 percent of all retail sales in 1977. Strength was shown in groups that reflect tourist trade, such as eating and drinking places and gas stations. For general merchandise there apparently is strong competition from Duluth. Wholesaling is important, but seems to be weakening.

Large seasonal flucturations in total factory employment have been customary, especially in ship repair—classified under manufacturing. Growth of the refinery has been one of the plus factors. A pizza crust plant and a maker of cranes and hoists are the newest major additions.

Douglas county has valuable recreational resources. A ridge extending across the county in an east-northeast direction divides the drainage between north-flowing and south-flowing rivers. Those flowing to the north fall abruptly. The Brule River is famous for trout. South of the ridge is a rolling area with lakes and extensive swamplands.

Douglas County is served by the Soo Line, the Chicago & North Western, the Burlington-Northern and by local ore-carrying lines. Great quantities of grain from the region to the west are carried to giant elevators at Superior. Scheduled flights are provided at the Duluth airport. Interstate road 35 crosses the new Duluth-Superior bridge into Superior.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	50	42	56
Employees (1,000's)	1.0	1.6	1.4
% of state	0.18	0.32	0.27
Total payroll ($ millions)	$ 12.5	$ 13.7	$ 9.6
% of state	0.17	0.29	0.27
Avg. earnings/hr., prod. workers	$ 6.21	$ 4.23	$ 3.15
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 54.7	$ 36.7	$ 23.6
% of state	0.33	0.39	0.34
New mfg. capital expenditures ($ millions)	$ 5.2	$ 6.5	$ 1.0
% of state	0.44	1.21	0.20
Value of shipments ($ millions)	$ 258.4	$ 129.7	$ 84.7
% of state	0.66	0.61	0.55

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	0	1	1	1	0
Textiles, apparel, leather	2	0	0	0	0
Wood products, furniture	6	2	0	1	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	2	0	0	1	0
Metalworking, mach., transport. equip.	6	0	1	1	2
Printing & publishing	5	1	1	0	0
All other types	5	2	0	0	0

Factory jobs per 1,000 population, June, 1978

County 40 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Fraser Shipyards, Inc.	Superior	Shipbuilding and repair	400-449
Barko Hydraulics Inc.	Superior	Hoists and cranes	250-299
Jeno's Inc.	Superior	Frozen pizza, etc.	150-199
Superior Fiber Products Inc.	Superior	Hardboard	150-199
Murphy Oil Co.	Superior	Oil refinery	100-149
Abex Corp.	Superior	Railway track equipment	100-149
Evening Telegram	Superior	Publishing	70-99
PV Foods Inc.	Poplar	Mexican food	40-69
Superior-Lidgerwood-Mundy Corp.	Superior	Marine equipment	40-69
John Givens inc.	Superior	Clothing	40-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
UW-Superior	Superior	University	400-449
Superior Memorial Hospital	Superior	Hospital	350-399
The Catholic Charities	Superior	Residential care	200-249
Twin Ports Grocery Co.	Superior	Wholesale grocer	150-199
Superior Water & Light Co.	Superior	Utility	150-199

MANUFACTURING — ANALYSIS

Historically, factory jobs have fluctuated greatly. The volume of activity at the Fraser Shipyards explains most of the ups and downs. The job total in March 1979 (latest data available) was almost 1,900. In June of 1972 it was 1,288, and in June of 1975 it reached a high of 2,505 — when jobs were *fewer* than usually in most counties. The firms second and third in size (above) are fairly new.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 10,569	% of state	0.71
Per capita [r]	$ 237	State avg. $	320
Full value rate [s]	$ 23.90	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 479	% of state	0.65
Per capita [r]	$ 10,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 13,563	% of state	0.38

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 7,976	0.71
Corporate income	$ 1,965	0.74
Sales and use	$ 6,086	0.86

State Shared Taxes	($1,000's)	% of state
Total	$ 2,970	0.98
State Aids		
Payment to school districts	$ 8,469	1.35
Health & social services (co. govt. only)	$ 5,388	1.26
Transportation	$ 2,342	1.93

[q] Wis. Dept of Revenue. *Property Tax. Taxes. Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Lake Nebagamon, vil.	523	792	51.4
Oliver, vil.	210	231	10.0
Poplar, vil.	455	550	20.9
Solon Springs, vil.	598	623	4.2
Superior, vil.	476	483	1.5
Superior, city	32,237	29,424	-8.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,483 % of state 1.08

Valuation per unit, 1978:

$ 34,646 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 26,505 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	183	25,526	0.72
Manufacturing	14	1,399	0.15
Commercial	59	6,314	0.81
Amusement & recreation	6	719	0.61
Hotels, motels, etc.	2	572	1.15

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 858,880; **Great Lakes/Mississippi shoreline** 30 miles.

Acreage of named lakes 12,929; **Total number of lakes** 432; **Lakes with public access** 68

Total public land designated for recreation use 309,426 acres; **Federal-** 0 acres; **State-** 36,553 acres; **County-** 265,386 acres; **Other public areas** [y] 7,487 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 51; **Canoe pick-up services** 6

Swimming [z] 54 areas

Fishing: Sample of fish caught— panfish, walleye, bass, northern, trout

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 845 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 108 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 3 areas, 23 miles

Hunting 397,460 acres

OF SPECIAL INTEREST American Falls State Park, Big Manitou Falls, Brule River State Forest, Brule - St. Croix Portage Site, Douglas County Grouse Management Area, Little Manitou Falls, Lucius Woods State Park, Pattison State Park.

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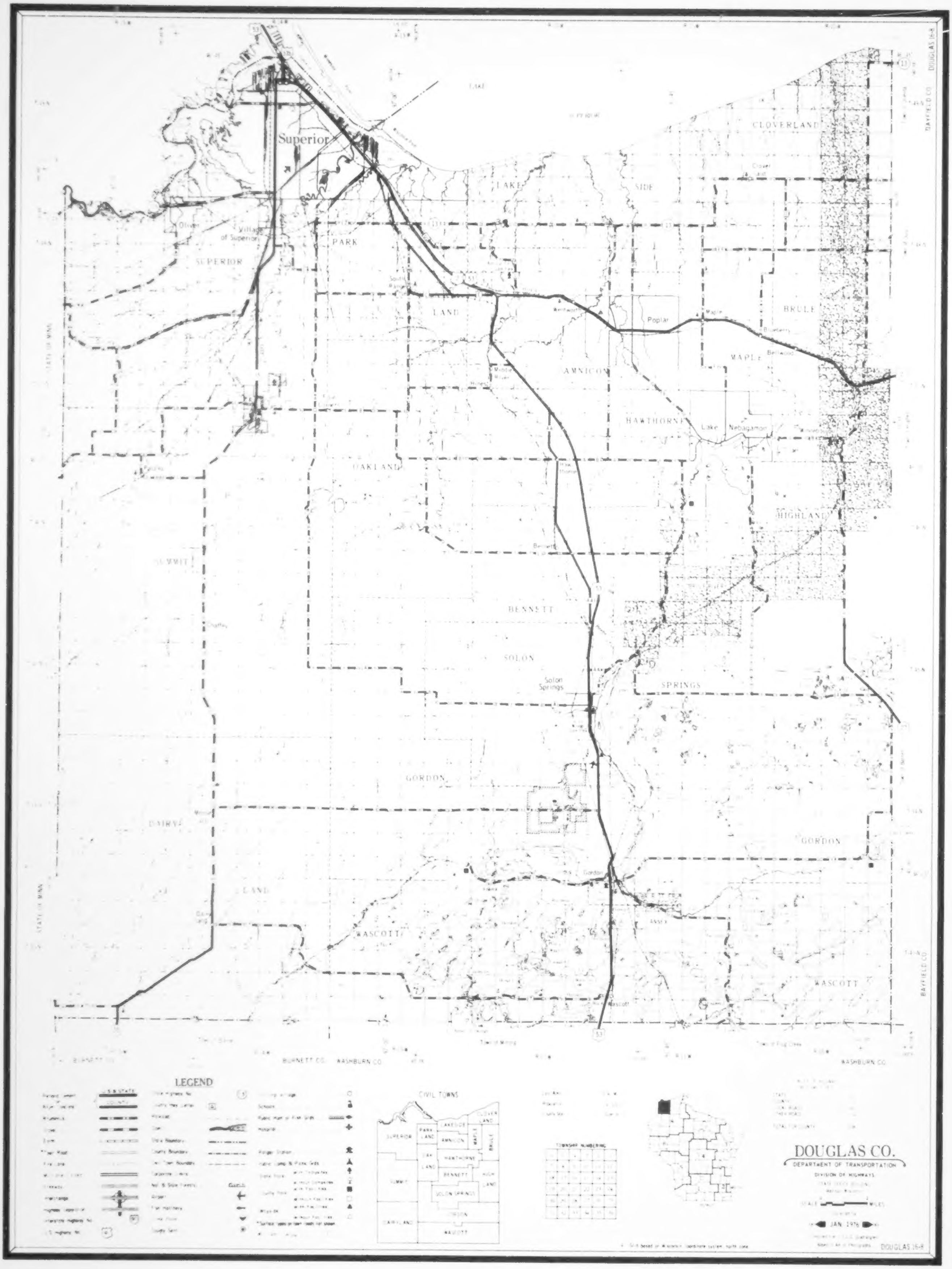
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


Superior
LAKE SUPERIOR
CLOVERLAND
LAKE SIDE
Village of Superior
Oliver
SUPERIOR
PARK
LAND
South Range
Poplar
Maple
BRULE
Blueberry
Bellwood
MAPLE
AMNICON
Middle River
HAWTHORNE
Lake Nebagamon
OAKLAND
HIGHLAND
SUMMIT
BENNETT
SOLON
Solon Springs
SPRINGS
GORDON
DAIRY
LAND
Gordon
WASCOTT
Wascott
STATE OF MINN.
BAYFIELD CO.
BURNETT CO.
WASHBURN CO.
LEGEND
CIVIL TOWNS
SUPERIOR
PARK LAND
LAKESIDE
CLOVERLAND
AMNICON
MAPLE
BRULE
OAKLAND
HAWTHORNE
SUMMIT
BENNETT
HIGHLAND
SOLON SPRINGS
GORDON
DAIRYLAND
WASCOTT
TOWNSHIP NUMBERING
DOUGLAS CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN 1976
DOUGLAS 16-8

6

S 8703

DUNN COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

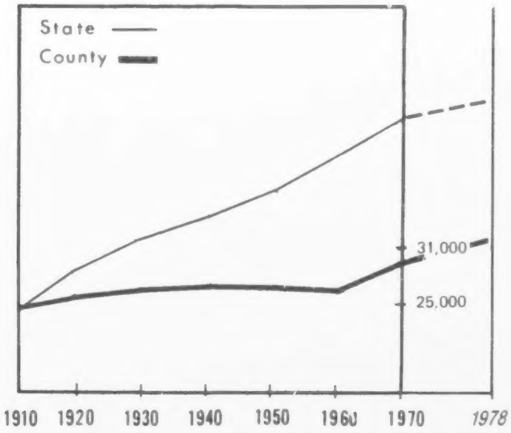
DUNN

A fair amount of population growth has occurred since 1960. UW-Stout is much larger than twenty years ago. The interstate highway has had an economic impact, perhaps most of all in making the county attractive to new industries. The farm sector is quite large.

POPULATION

1978 population [a]	30,864	% of state	0.66
1970 population [b]	28,991	% of state	0.66
1970-78 change (%)	6.5	State change	5.3 %
Net migration, 1960-70	1,182 in-		
Density, 1978 36.0	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	4,385	4,298	30	37	30	34
18-44	5,827	5,542	40	33	38	34
45-64	2,686	2,753	18	20	19	20
65 & over	1,765	1,898	12	10	13	12
Total	14,663	14,491	100%		100%	

Median age 24.9; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,774; State $ 10,068

Income Groups:	County %	State %
Under $4,000	22	13
$10,000 & over	33	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 161,193; % of state 0.50

Per capita $ 4,912; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 25,371
Govn't: state & local	$ 20,924
Manufacturing	$ 15,198

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	8,293	$ 173	568
Major Groups:			
Construction	276	$ 224	66
Manufacturing	1,379	$ 223	37
Transp., Util.	179	$ 235	26
Wholesale trade	459	$ 209	43
Retail trade	1,993	$ 101	207
Finance, Ins., etc.	211	$ 175	30
Services	876	$ 143	108
Government	2,601	$ 207	43

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,373	2,158	17.2	4.9
Nonfarm Proprietors	927	1,102	8.8	6.2
Wage & Salary Employment (major groups):				
Farm	611	839	6.7	2.1
Construction	149	263	2.1	3.4
Manufacturing	800	1,174	9.3	24.9
Transp., Util.	291	197	1.6	3.9
Wholesale trade	117	423	3.4	4.1
Retail trade	1,488	1,869	14.9	14.8
Finance, Ins., etc.	146	199	1.6	3.8
Services	1,166	1,734	13.8	15.9
Government	2,450	2,574	20.5	15.5
Total (Employment)	10,538	12,569	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]		Land in Farms (acres)
1978	2,010		442,800
1977	2,020		444,000
% of land in farms, 1978		81	State 54%
Avg. size of farms, 1978		220 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]		118 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)		$ 488	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 31,207	State avg. $ 32,493
Total ($1,000's)	$ 63,038	% of state 2.0
Major Groups	($1,000's)	% of State
Dairy products	$ 41,559	2.2
Meat animals	$ 9,301	1.9
Poultry & eggs	$ 1,374	1.2
Field crops	$ 6,586	2.3
All vegetables	$ 1,991	1.1
Specialty crops	$ 1,695	1.4

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 139,300

% of land area 26 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		71
Other softwoods	1,943	4,021	0
Oak	50,536	171,557	545
Maple (hard)	6,170	19,316	141
Aspen	11,605	20,170	54
Other hardwoods	40,796	88,685	350

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel, stone

Value of product $ 595,000 ('76) % of state 0.45

Employment covered by U.C., 1977 (an avg.) [l]

County 0 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	295	1972	301
Sales ($1,000's): 1977	$ 80,104	% of state	0.53
1972	$ 47,600	% of state	0.51
Sales per capita, 1977: Co.	$ 2,614	State avg.	$ 3,226
Sales by kind of business, 1977	($1,000's)		% of state
Lumber, hdw., garden supply, mobile homes	$ W		—
Gen. merchandise	$ 9,359		0.49
Foods	$16,491		0.52
Automotive	$16,664		0.56
Gas stations	$ 7,483		0.60
Apparel	$ 2,204		0.39
Furnit., house equip.	$ W		—
Eating & drinking places	$ 9,239		0.61
Drug stores	$ 2,540		0.67
Miscellaneous	$ 7,656		0.53

WHOLESALE TRADE

No. of establishments: 1977	59	1972	62
Sales ($1,000's): 1977	$ 55,265	% of state	0.28
1972	$ 30,728	% of state	0.28

SERVICE INDUSTRIES

No. of establishments: 1977	235		
Total receipts, 1977 ($1,000's)	$ 9,059	% of state	0.35
Hotel, motels, recreation camps			
No. of establishments: 1977	12	1972	10
Receipts: ($1,000's) 1977	$ W	% of state	—
1972	$ 977	% of state	0.57
Amusements, recreation services			
No. of establishments: 1977	25	1972	20
Receipts: ($1,000's) 1977	$ 1,305	% of state	0.48
1972	$ 745	% of state	0.42

[m] U.S., Bureau of the Census

DUNN COUNTY - A DESCRIPTION

Recently it has been hard to get a good fix on Dunn County. Symptomatic of this is the fact that current population estimates by federal demographers are much higher than the official state estimates shown. Maybe there is a problem over procedures to count college students at Stout. Manufacturing jobs have gone up 50 percent in the last few years.

Dairying was historically the economic mainstay of this northwestern Wisconsin county, located in the Indianhead section of the state. Dunn County has several fine fishing streams, but it has few lakes. Manufacturing has been concentrated in the making of milk products, and the Sanna plant at Menomonie is one of the largest producers of dried milk products in the nation. The wood products industry is small. With Interstate highway 94 completed, accessibility to the Twin Cities is greatly enhanced. This likely contributed to 3M's decision to build in the county. The University of Wisconsin—Stout is growing, and manufacturing complements farming.

Dunn County was created in 1854, and named for the first chief justice of the Wisconsin Territory. During the era when lumbering was the dominant regional industry, the great lumber concern of Knapp, Stout & Company operated huge farms. Following the pioneer farming era, wheat raising took hold in this area, which has a characteristically light, sandy loam soil structure. Dairying replaced wheat, but at a later date in Dunn County than in the more southerly and easterly sections of the state. Butter was the predominant milk product over the last half century, but more recently dried milk products have taken the lead. Sheep, more numerous here than in most parts of Wisconsin, may be making a comeback. Uncommonly large acreages in corn and soybeans, considering the northerly location of the county, are reported.

Following regional trends, farms have become fewer, and larger. About 81 percent of all land is in farms. Dairy products account for about two-thirds of farm income, and average sales per farm are relatively high for a county in northwestern Wisconsin. Crop income has been increasing faster than income from dairying, but still ranks behind dairying and meat animals.

Many county residents reporting manufacturing-type work when the 1970 census was taken were commuting to jobs in other counties and, no doubt, to the Twin Cities as well. Now there is a better chance to work nearer home.

Dunn County's population changed very little during this century until the 1960's. Gains in Menomonie, the largest community, partly offset farm population losses. The population density, 36 persons per square mile, is typical of an agricultural area with local processing of farm and forest products. Were it not for university students who were counted as Dunn County residents, there would doubtless be significantly fewer persons aged 18 to 44. Net migration from the county was more than 4,000 during the decade 1950-60, but in-migration (accounted for by students) was recorded in the 1960's.

With about .66 percent of the state's population, Dunn County has only .50 percent of its personal income. Median family incomes are typical of rural counties. Students are counted in the population base, but their incomes are small.

Retail sales reflect the relatively low estimated buying power. It does not appear as if the university group contributes as much as one would expect to county trade and service receipts. Wholesale trade seems to be holding its own.

Approximately 26 percent of Dunn County is considered to have a forest cover. Red oak, white oak, and aspen are the leading species. In addition to sand and gravel and limestone, which are produced extensively in Wisconsin, Dunn County has clay deposits that have been used from time to time for brick and tile. The total mineral output is relatively small.

Recreational development is modest. The Chippewa River, Red Cedar River, and Hay River are well known to fishermen. All leading species of Wisconsin game fish, including the musky, are found in the Chippewa.

The county seat, Menomonie, is about 65 miles from St. Paul, Minnesota. The city of Eau Claire is nearby to the east. Rail transportation is brought to the county by the Chicago & North Western, the Soo Line, and the Milwaukee Road. Scheduled flights are available at Eau Claire.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	35	33	32
Employees (1,000's)	.9	.6	.6
% of state	0.17	0.12	0.12
Total payroll ($ millions)	$ 9.5	$ 4.6	$ 3.0
% of state	0.13	0.10	0.08
Avg. earnings/hr., prod. workers	$ 4.73	$ 3.00	$ 2.09
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 26.0	$ 13.8	$ 6.7
% of state	0.16	0.15	0.10
New mfg. capital expenditures ($ millions)	$ 2.0	$ 1.1	$ .2
% of state	0.17	0.21	0.04
Value of shipments ($ millions)	$ 79.3	$ 42.2	$ 32.7
% of state	0.20	0.20	0.21

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	5	1	0	0	1
Textiles, apparel, leather	0	0	0	1	0
Wood products, furniture	7	2	0	0	0
Paper, paper prods.	1	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	6	2	1	0	1
Printing & publishing	4	2	0	0	0
All other types	3	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 40 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Sanna Div. (Beatrice)	Menomonie	Dried milk products	500-549
Minnesota Mining & Mfg. Co.	Menomonie	Metal stampings	250-299
Gordon & Ferguson Co.	Menomonie	Men's boys' outerwear	150-199
Forage King Industries Inc.	Ridgeland	Forage boxes, manure spreaders	50-69
Hedlund Mfg. Co. Inc.	Boyceville	Barn cleaners, etc.	50-69
Badger Iron Works Inc.	Menomonie	Castings	50-69
Dunn County Reminder Co.	Menomonie	Printing, publishing	30-39
Knapp Creamery Co.	Knapp	Cheese	20-29
Flint Printing Co.	Menomonie	Printing	20-29
Ridgeland Lumber Co. Inc.	Ridgeland	Sawmill products	20-29

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
UW-Stout	Menomonie	University	1,000-1,099
Connell's Sunridge	Menomonie	Orchard (seasonal)	250-299
Memorial Hospital	Menomonie	Hospital	150-199
McDonald's of Menomonie	Menomonie	Food service	100-149
Don's Super-Value	Menomonie	Grocery store	75-99

MANUFACTURING — ANALYSIS

During recent years, factory employment gains in Dunn County have far outpaced the state's rate of growth. A remarkably high figure, 1,368, was reported for March 1979 — latest data compiled. Several companies have grown, but the largest single factor is the 3M plant, announced in 1973. (The company announced a big expansion in 1979.) Probably the interstate highway and UW-Stout are important elements in the turnaround that has been evident in this county. For years it seemed to be going nowhere.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 7,576	% of state	0.51
Per capita [r]	$ 247	State avg. $	320
Full value rate [s]	$ 19.93	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 420	% of state	0.65
Per capita [r]	$ 13,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 8,910	% of state	0.25

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 4,578	0.41
Corporate income	$ 1,052	0.40
Sales and use	$ 3,990	0.56

State Shared Taxes	($1,000's)	% of state
Total	$ 1,695	0.56
State Aids		
Payment to school districts	$ 4,726	0.75
Health & social services (co. govt. only)	$ 3,101	0.72
Transportation	$ 1,379	1.14

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Boyceville, vil.	725	843	16.3
Colfax, vil.	1,026	1,148	11.9
Downing, vil.	215	230	7.0
Elk Mound, vil.	471	605	28.4
Knapp, vil.	369	470	27.4
Ridgeland, vil.	266	285	7.1
Wheeler, vil.	212	249	17.4
Menomonie, city	11,112	10,654	-4.1

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,011 % of state 0.74

Valuation per unit, 1978:

$ 36,147 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 31,735 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	149	25,079	0.72
Manufacturing	12	6,166	0.65
Commercial	30	3,597	0.46
Amusement & recreation	2	206	0.17
Hotels, motels, etc.	0	0	—

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

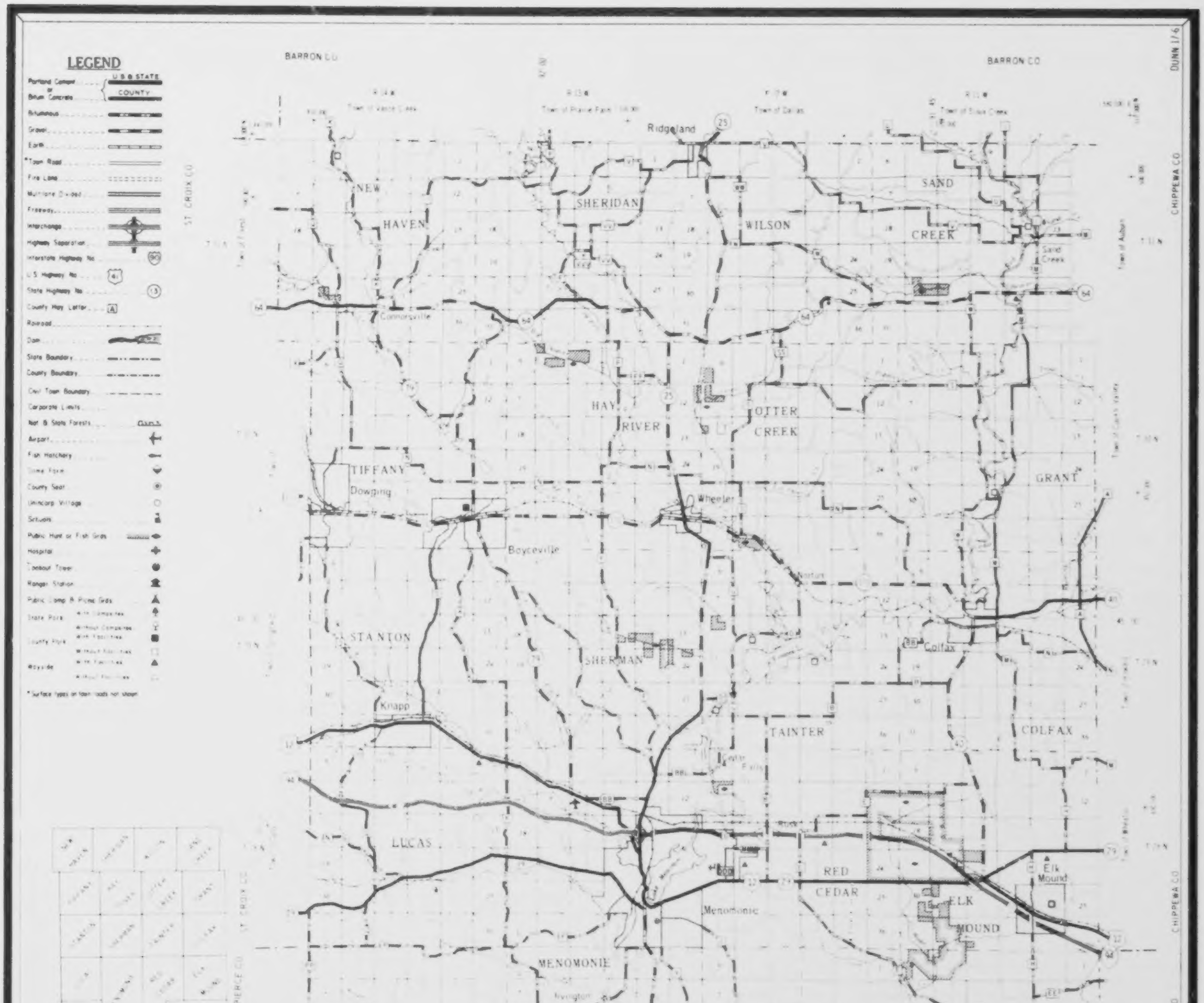
Total acreage 552,300; Great Lakes/Mississippi shoreline 0 miles.
Acreage of named lakes 3,682; Total number of lakes 19; Lakes with public access 7
Total public land designated for recreation use 10,514 acres; Federal- 0 acres; State- 8,084 acres; County- 52 acres; Other public areas [y] 2,378 acres
WATER RELATED RECREATION AREAS - FACILITIES
Canoe trails (no., mi.) 3, 77; Canoe pick-up services 3
Swimming [z] 16 areas
Fishing: Sample of fish caught— panfish, walleye, bass, northern

LAND RELATED RECREATION AREAS - FACILITIES
Golfing [z] 0 eighteen hole, 2 nine hole
Camping (developed & primitive) [z] 208 sites
Major hiking trails 0 miles
Bicycling trails 15 miles
Snowmobiling trails open to public use 18 miles
Downhill skiing [z] 1 areas, 16 runs
Cross country skiing [z] 2 areas, 18 miles
Hunting 14,791 acres
OF SPECIAL INTEREST Chippewa River Water Trail, Mabel Tainter Memorial, Red Cedar Trail.

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish. Grds.
Hospital
Lookout Tower
Ranger Station
Public Camp. & Picnic Grds.
State Park
County Park
Wayside
*Surface types of town roads not shown
BARRON CO.
ST. CROIX CO.
PIERCE CO.
CHIPPEWA CO.
EAU CLAIRE CO.
PEPIN CO.
DUNN 17-6
Ridgeland
NEW HAVEN
SHERIDAN
WILSON
SAND CREEK
Sand Creek
Connorsville
HAY RIVER
OTTER CREEK
GRANT
TIFFANY
Dowging
Wheeler
Boyceville
STANTON
SHERMAN
Colfax
Knapp
TAINTER
COLFAX
LUCAS
RED CEDAR
ELK MOUND
Elk Mound
Menomonie
MENOMONIE
Irvington
SPRING
WESTON
Weston
BROOK
DUNN
PERU
EAU GALLE
Eau Galle
ROCK CREEK
Rock Falls
CIVIL TOWNS
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
DUNN CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE MILES
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY

C

S 8703

EAU CLAIRE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

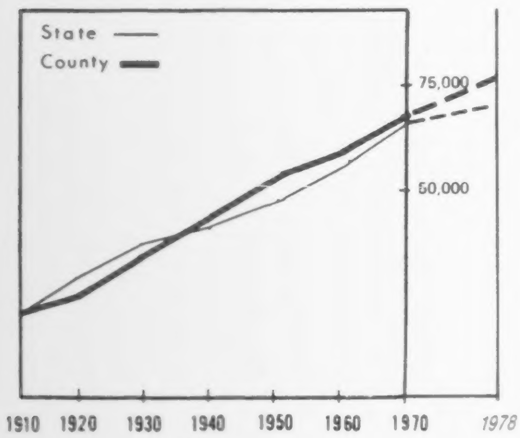
EAU CLAIRE

The population graph below shows a remarkable similarity in rate of growth until 1970 for the county and the state. The 1978 estimate shows the county ahead. Certainly the industrial base trends wouldn't support this population growth. The answer rests in commercial gains at Eau Claire and growth of the local university. The big ordnance works on the north edge of Eau Claire has had its ups and downs.

POPULATION

1978 population [a]	74,404	% of state	1.60
1970 population [b]	67,219	% of state	1.52
1970-78 change (%)	10.6	State change	5.3 %
Net migration, 1960-70	3,112 in-		
Density, 1978 114.6	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	10,985	10,552	34	37	30	34
18-44	11,900	13,428	37	33	38	34
45-64	6,232	6,859	19	20	20	20
65 & over	2,988	4,275	10	12	12	12
Total	32,105	35,114	100 %		100 %	

Median age 25.1; State median 27.2

---

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,857; State $ 10,068

Income Groups:	County %	State %
Under $4,000	13	13
$10,000 & over	49	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 444,340; % of state 1.39

Per capita $ 6,039; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 94,257
Services	$ 68,220
Retail trade	$ 52,085

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	30,472	$ 212	1,494
Major Groups:			
Construction	1,545	$ 279	205
Manufacturing	5,471	$ 292	65
Transp., Util.	1,917	$ 299	64
Wholesale trade	1,380	$ 236	114
Retail trade	7,959	$ 131	452
Finance, Ins., etc.	1,132	$ 228	131
Services	6,233	$ 177	407
Government	4,669	$ 230	41

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,451	1,341	3.9	4.9
Nonfarm Proprietors	1,665	1,803	5.2	6.2
Wage & Salary Employment (major groups):				
Farm	395	484	1.4	2.1
Construction	1,734	1,279	3.7	3.4
Manufacturing	8,843	5,343	15.5	24.9
Transp., Util.	1,771	1,870	5.4	3.9
Wholesale trade	1,607	1,578	4.6	4.1
Retail trade	5,278	6,779	19.6	14.8
Finance, Ins., etc.	W	W	—	3.8
Services	5,453	7,111	20.6	15.9
Government	5,363	5,807	16.8	15.5
Total (Employment)	34,471	34,549	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,280	237,000
1977	1,290	238,100

% of land in farms, 1978	57	State 54 %
Avg. size of farms, 1978	185 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	99 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 583	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 25,836	State avg. $ 32,493
Total ($1,000's)	$ 33,329	% of state 1.1

Major Groups	($1,000's)	% of State
Dairy products	$ 21,775	1.2
Meat animals	$ 4,359	0.9
Poultry & eggs	$ 2,920	2.5
Field crops	$ 3,095	1.1
All vegetables	$ 427	0.2
Specialty crops	$ 338	0.3

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture*

FORESTRY [i]

Area in forest (acres) 158,900

% of land area 38 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		176
Other softwoods	16,519	46,190	0
Oak	31,466	73,275	165
Maple (hard)	2,899	7,582	16
Aspen	18,478	12,875	339
Other hardwoods	21,117	34,906	59

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ 1,271,000	% of state 0.94
Employment covered by U.C., 1977 (an avg.) [l]	
County 20	State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	666	1972	648
Sales ($1,000's): 1977	$ 280,702	% of state	1.87
1972	$ 167,045	% of state	1.80
Sales per capita, 1977: Co.	$ 3,803	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 28,417	2.89
Gen. merchandise	$ 59,923	3.12
Foods	$ 46,182	1.49
Automotive	$ 39,820	1.32
Gas stations	$ 22,618	1.81
Apparel	$ 9,556	1.70
Furnit., house equip.	$ 13,588	2.00
Eating & drinking places	$ 31,741	2.09
Drug stores	$ 7,187	1.88
Miscellaneous	$ 21,670	1.46

WHOLESALE TRADE

No. of establishments: 1977 147	1972 125
Sales ($1,000's): 1977 $ 574,882	% of state 2.93
1972 $ 134,550	% of state 1.24

SERVICE INDUSTRIES

No. of establishments: 1977 546	
Total receipts, 1977 ($1,000's) $ 47,313	% of state 1.82
Hotel, motels, recreation camps	
No. of establishments: 1977 24	1972 21
Receipts: ($1,000's) 1977 $ 5,792	% of state 2.10
1972 $ 2,523	% of state 1.47
Amusements, recreation services	
No. of establishments: 1977 64	1972 40
Receipts: ($1,000's) 1977 $ 6,247	% of state 2.30
1972 $ 1,847	% of state 1.05

[m] U.S., Bureau of the Census

EAU CLAIRE - A DESCRIPTION

The county is growing in population at double the state rate, despite a somewhat negative trend in the industrial sector. The university and other sectors, such as commercial, are very positive elements in this growth.

Eau Claire County, in the west-central part of the state, is mostly within the central sandy plains section, but it takes on some transitional characteristics in its central and southern portions, where limestone is the underlying bedrock and the landscape is more like that of western Wisconsin uplands. The latest, or Wisconsin, ice stage did not reach Eau Claire County. The Chippewa River and its tributaries, especially the Eau Claire River, have developed a mature drainage pattern in the area.

Eau Claire is the principal city in this part of Wisconsin. It was a great lumber center in earlier days. Fairchild and Augusta were also important sawmill towns. Eau Claire is about 88 miles from St. Paul and 185 miles from Madison. The new Eau Claire standard metropolitan statistical area includes this county and Chippewa.

Eau Claire county grew faster than Wisconsin between 1920 and 1940, but increased in population by only about 7.5 percent in 1950-60, while the state was gaining some 15 percent. Population growth picked up in the 1960's, as university enrollments increased. The density of population has reached about 115 persons per square mile, which can be taken to signify, in a general sense, that urban-type industries are providing a livelihood for at least twice as many residents as the older agricultural base does.

The 1950-60 period was one of noticeable shrinkage of industrial jobs, after a big increase during World War II. Despite growth of Eau Claire State University, whose students were generally counted as Eau Claire residents, the evidence points toward migration losses totaling some 4,600 persons. In the 1960's the more rapid gains in the student population led to a net in-migration. Heavy net movement into the county is still evident.

Income levels in Eau Claire County are estimated to be slightly below the average for Wisconsin. Few parts of Wisconsin outside the south-eastern counties approach this income level. The reason is easily identified to be the wage levels in the rubber plant and the paper companies.

The estimated 1,280 farms occupy only 57 percent of the land area. Dairy farming is predominant, but less so than formerly. Average sales per farm are characteristic of this part of Wisconsin, but below the state average.

Foresters estimate that 38 percent of Eau Claire county has a tree cover. The leading species are oak, jack pine and aspen. Sand, including sand for industrial uses, and gravel are the only mineral products reported in 1977.

Retail sales in Eau Claire county are very strong. Wholesale trade is relatively large, showing again the commercial importance of Eau Claire. The 1977 retail sales were exceptionally high for general merchandise stores, a standard measure of trading center status.

The trends in factory jobs have been much influenced by changes in the status of National Presto Industries. (See manufacturing analysis.) It had about 3,000 workers for some time, after reopening in 1966 to make shell casings. Current data (early 1979) show employment of some 400. Federal statisticians credit these to Chippewa County, and state ones to Eau Claire. In any event, the factory jobs available in Eau Claire County seem to be (apart from the ordnance works) somewhat below what they had been for some time.

Eau Claire County's name was taken from a tributary of the Chippewa River. Lumbering dates from the 1840's, and reached a peak at Eau Claire about 1880. Farming, mainly to supply lumber camps, began in the 1850's. Wheat raising achieved major importance since part of the area was prairie in character and wheat could be taken by boat to the growing cities on the Mississippi River. Dairying largely replaced cash grain farming as a source of farm income. The city of Eau Claire has a large proportion of residents of Norwegian background.

The statistics for housing permits and other construction indicate that much is going on in this county. Notice the large volumes for commercial, amusements, and motels.

Rail service came to Eau Claire in 1870, and the city since then has been an important terminal on the Chicago & North Western system. The Milwaukee Road follows the Chippewa Valley. Eau Claire has important highway connections, especially Interstate 94. There is scheduled air service at Eau Claire's airport.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	74	58	64
Employees (1,000's)	4.7	5.2	5.8
% of state	0.87	1.04	1.13
Total payroll ($ millions)	$ 71.2	$ 54.3	$ 42.5
% of state	0.96	1.15	1.19
Avg. earnings/hr., prod. workers	$ 7.31	$ 5.33	$ 3.63
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 160.2	$ 141.4	$ 81.4
% of state	0.92	1.50	1.16
New mfg. capital expenditures ($ millions)	$ 11.0	$ 4.8	$ 3.6
% of state	0.92	0.90	0.71
Value of shipments ($ millions)	$ 335.0	$ 330.5	$ 187.0
% of state	0.86	1.55	1.21

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	4	3	4	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	4	0	0	0	0
Paper, paper prods.	1	0	1	0	0
Chemicals, petrol., rubber & plastics	2	0	0	0	1
Metalworking, mach., transport. equip.	8	2	1	2	0
Printing & publishing	14	0	1	2	0
All other types	10	2	0	0	1

Factory jobs per 1,000 population, June, 1978

County 76 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
UNIROYAL, Inc.	Eau Claire	Tires, passenger and off-the-road	2,100-2,199
Brown Co.	Eau Claire	Paper products	600-649
National Presto Industries, Inc.	Eau Claire	Shell casings	300-349
Gould Inc.	Eau Claire	Engine parts	200-249
Armour & Co.	Eau Claire	Meat products	200-249
Memorex Corp.	Eau Claire	Electronic components	200-249
Bush Brothers & Co., Inc.	Augusta	Canned vegetables (seasonal)	150-199
Eau Claire Press Co.	Eau Claire	Newspapers	150-199
Wis. Beef Industries, Inc.	Eau Claire	Meat products	100-149
American Materials Corp.	Eau Claire	Sand & gravel, readymix, etc.	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
UW-Eau Claire	Eau Claire	University	1,100-1,149
Sacred Heart Hospital	Eau Claire	Hospital	950-999
Luther Hospital Corp.	Eau Claire	Hospital	950-999
Wisconsin Telephone Co.	Eau Claire	Utility	550-599
Northern States Power Co.	Eau Claire	Utility	500-549

MANUFACTURING — ANALYSIS

It is hard to give an accurate statement, from existing printed statistics, about factory job trends in the county. Real confusion is caused by the fact that U.C. puts the National Presto plant in Eau Claire County, and the Census Bureau locates it in Chippewa — probably more correct, technically. Note the great difference between the data from these sources. As late as 1970, Presto had some 3,000 workers, but about 400 in 1979. If one looks at Eau Claire *omitting* the Presto plant, there has been some loss from the early 1970's — probably a few hundred jobs. (We don't have separate figures on all these companies.)

For Eau Claire and Chippewa counties combined, factory jobs have decreased from approximately 11,400 in March 1971 to 9,100 in March 1979. The Presto loss was somewhat larger, so together the two counties have additional jobs in the other industries.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 19,475	% of state	1.31
Per capita [r]	$ 264	State avg. $	320
Full value rate [s]	$ 22.29	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 966	% of state	1.31
Per capita [r]	$ 13,100	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 36,778	% of state	1.03

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 16,173	1.44
Corporate income	$ 3,454	1.31
Sales and use	$ 10,833	1.53

State Shared Taxes	($1,000's)	% of state
Total	$ 4,430	1.46
State Aids		
Payment to school districts	$ 10,833	1.72
Health & social services (co. govt. only)	$ 6,585	1.53
Transportation	$ 2,209	1.82

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Fairchild, vil.	562	508	-9.6
Fall Creek, vil.	825	1,028	24.6
Altoona, city	2,842	4,205	48.0

	1970	1978 [t]	% Change 1970-78
Augusta, city	1,242	1,415	13.9
Eau Claire, city*	44,619	48,880	9.5

*Total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 3,655 % of state 2.67

Valuation per unit, 1978:

$ 43,143 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 37,162 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	391	63,972	1.80
Manufacturing	32	8,236	0.87
Commercial	163	24,943	3.22
Amusement & recreation	18	5,073	4.29
Hotels, motels, etc.	10	2,913	5.86

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 419,200; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 2,780; Total number of lakes 20; Lakes with public access 7

Total public land designated for recreation use 55,749 acres: Federal- 0 acres; State- 2,314 acres; County- 48,061 acres; Other public areas [y] 5,374 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 38; Canoe pick-up services 0

Swimming [z] 7 areas

Fishing: Sample of fish caught— panfish, trout, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 0 nine hole.

Camping (developed & primitive) [z] 232 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 24 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 3 areas, 14 miles

Hunting 54,296 acres

OF SPECIAL INTEREST

Dells Mill, Paul Bunyan Camp

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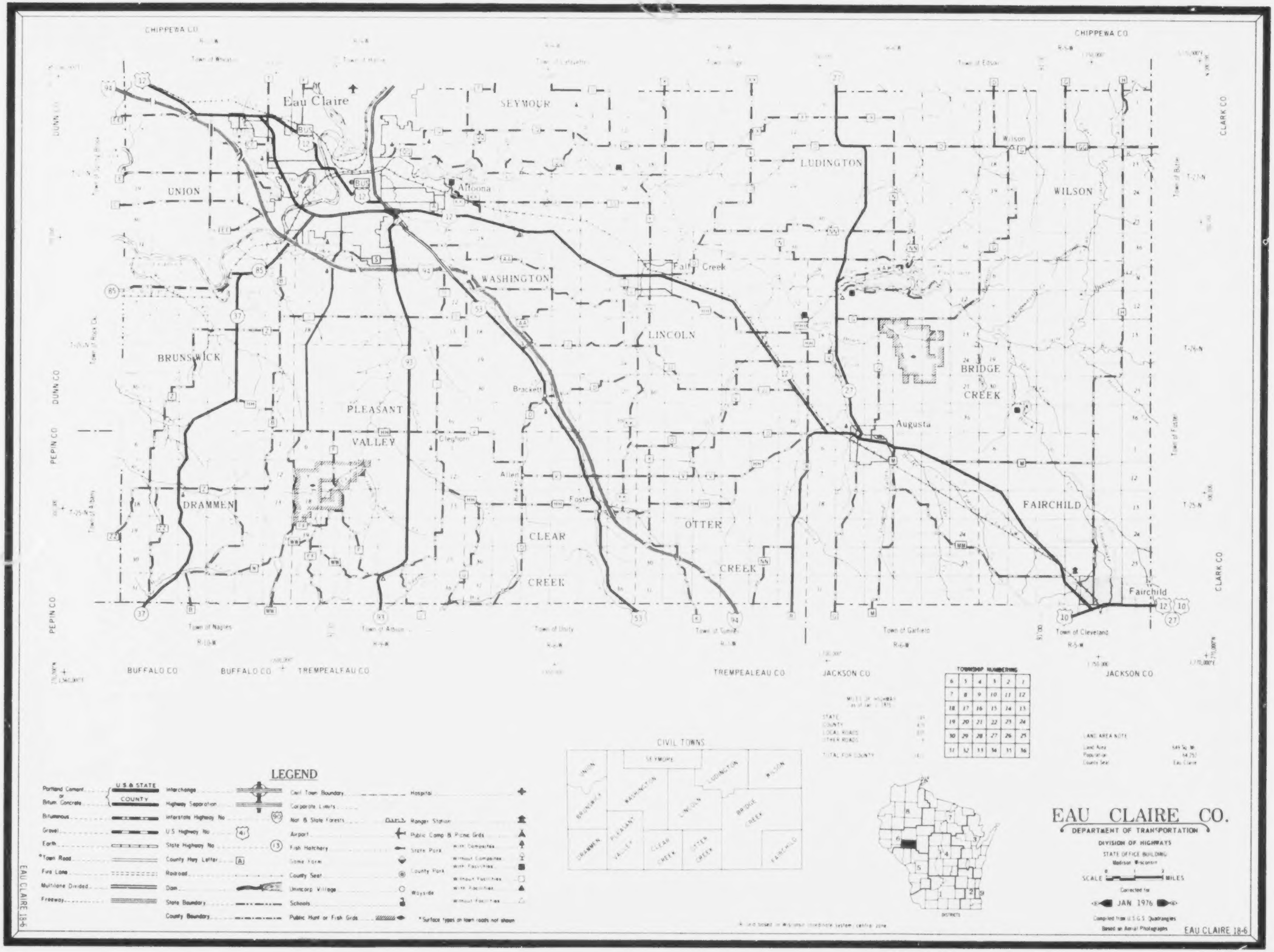
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


EAU CLAIRE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
EAU CLAIRE 18-6
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
CIVIL TOWNS
UNION
SEYMOUR
LUDINGTON
WILSON
BRUNSWICK
WASHINGTON
LINCOLN
BRIDGE CREEK
DRAMMEN
PLEASANT VALLEY
CLEAR CREEK
OTTER CREEK
FAIRCHILD
TOWNSHIP NUMBERING
LAND AREA NOTE
Land Area
649 Sq. Mi.
Population
County Seat
Eau Claire
DISTRICTS
CHIPPEWA CO.
CLARK CO.
JACKSON CO.
TREMPEALEAU CO.
BUFFALO CO.
PEPIN CO.
DUNN CO.
Eau Claire
Altoona
Fall Creek
Augusta
Fairchild
Wilson
Brackett
Cleghorn
Allen
Foster
Town of Naples
Town of Albion
Town of Unity
Town of Sumner
Town of Garfield
Town of Cleveland
Town of Foster
Town of Wheaton
Town of Hallie
Town of Lafayette
Town of Edson
T-25-N
T-26-N
T-27-N
R-10-W
R-9-W
R-8-W
R-7-W
R-6-W
R-5-W

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FLORENCE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

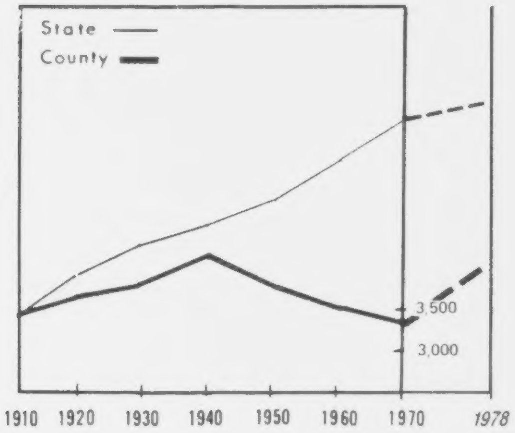
FLORENCE

This is among the counties with forests and lakes, the things that are attracting outsiders these days. Some are probably retirees. There is little commercial investment in recreation industries. Woodworking provides some jobs, but more residents work in Michigan or Niagara (Marinette Co.).

POPULATION

1978 population [a]	3,893	% of state	0.08
1970 population [b]	3,298	% of state	0.07
1970-78 change (%)	18.0	State change	5.3 %
Net migration, 1960-70	270 out-		
Density, 1978	8.0 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	632	579	37	37	36	34
18-44	425	438	25	33	27	34
45-64	388	364	23	20	23	20
65 & over	256	216	15	10	14	12
Total	1,701	1,597	100%		100%	

Median age 32.3; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,856; State $ 10,068

Income Groups:	County %	State %
Under $4,000	23	13
$10,000 & over	24	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 18,243; % of state 0.06

Per capita $ 4,807; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Govn't: state & local	$ 1,927
Farm	$ 1,387
Retail trade	$ 1,113

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	740	$ 120	83
Major Groups:			
Construction	11	$ 172	6
Manufacturing	108	$ 156	14
Transp., Util.	0	$ —	—
Wholesale trade	31	$ 228	5
Retail trade	196	$ 69	31
Finance, Ins., etc.	17	$ 135	6
Services	74	$ 145	9
Government	300	$ 122	11

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	121	119	9.8	4.9
Nonfarm Proprietors	124	128	10.5	6.2
Wage & Salary Employment (major groups):				
Farm	33	30	2.5	2.1
Construction	2	W	—	3.4
Manufacturing	58	107	8.8	24.9
Transp., Util.	0	0	0.0	3.9
Wholesale trade	5	29	2.4	4.1
Retail trade	149	200	16.5	14.8
Finance, Ins., etc.	10	17	1.4	3.8
Services	157	178	14.6	15.9
Government	353	399	32.8	15.5
Total (Employment)	1,016	1,215	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	120	24,300
1977	130	27,700

% of land in farms, 1978	8	State 54 %
Avg. size of farms, 1978	202 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	84 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 269	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 14,823	State avg. $ 32,493
Total ($1,000's)	$ 1,927	% of state 0.06

Major Groups	($1,000's)	% of State
Dairy products	$ 1,110	0.06
Meat animals	$ 374	0.07
Poultry & eggs	$ 27	0.02
Field crops	$ 56	0.02
All vegetables	$ 180	0.1
Specialty crops	$ 177	0.1

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 269,300

% of land area 86 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	9,993	28,479	304
Other softwoods	51,287	157,043	451
Oak	5,980	7,032	160
Maple (hard)	41,420	126,109	1,043
Aspen	55,134	28,474	2,515
Other hardwoods	70,089	156,902	1,127

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Sand and gravel

Value of product $ 29,000 % of state 0.02

Employment covered by U.C., 1977 (an avg.) [l]

County 0 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	48	1972	59	
Sales ($1,000's): 1977	$ 6,022	% of state	0.04	
1972	$ 4,993	% of state	0.05	
Sales per capita, 1977: Co.	$ 1,592	State avg.	$ 3,226	

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 0	—
Foods	$ W	—
Automotive	$ 1,510	0.07
Gas stations	$ 293	0.02
Apparel	$ 0	—
Furnit., house equip.	$ 0	—
Eating & drinking places	$ 1,901	0.13
Drug stores	$ W	—
Miscellaneous	$ 972	0.07

WHOLESALE TRADE

No. of establishments: 1977 6 1972 2

Sales ($1,000's): 1977 $ W % of state —

1972 $ W % of state —

SERVICE INDUSTRIES

No. of establishments: 1977 25

Total receipts, 1977 ($1,000's) $ 404 % of state 0.02

Hotel, motels, recreation camps

No. of establishments: 1977 10 1972 8

Receipts: ($1,000's) 1977 $ 120 % of state 0.04

1972 $ 51 % of state 0.03

Amusements, recreation services

No. of establishments: 1977 2 1972 1

Receipts: ($1,000's) 1977 $ W % of state —

1972 $ W % of state —

[m] U.S., Bureau of the Census

FLORENCE COUNTY - A DESCRIPTION

Florence County, which has the lowest population density in Wisconsin—eight persons per square mile, compared with the statewide average of 85—has many characteristics of wilderness country. There are settlements but no incorporated places, no large business establishments, and 86 percent of the land area is in forest.

Population declined by 4 percent in the decade of the 1960's, but current-estimates indicate a sizable growth rate since 1970. (See p. 1.) All the current growth is said to be from in-migration. The 1980 census will give some clues as to the ages, etc., of those moving into the county. Florence County has less than one-tenth of one percent of Wisconsin's population. Residents of the county have a higher average age than that of state residents at large, and there is a small group of young adults. Family incomes are relatively low, running about two-thirds of the state average.

Many residents commute to work outside the county, notably to a paper mill at Niagara (Marinette County) and over the border into Upper Michigan, where production of taconite (iron ore) pellets is rapidly increasing.

Dairying is the largest source of farm income. As in other northern counties, agriculture began late and was tied in with large-scale lumbering activities. Stump farms sprang up to supply food for the logging camps and feed for their draft animals. Settlers often worked in the woods with their horses in the winter. Once there were several hundred such farms, and a few were developed to be fairly productive units.

Iron as well as timber was important in the county's historic economic base. The iron formation of the Menominee range, which lies mostly in Michigan, extends across the line into Florence County. Commercial mining began in 1877, the year that the Chicago & North Western Railway built into the area. Peak output of iron ore was in 1920, with 6.5 million tons. The ore is low in iron and high in phosphorous. Production was sporadic for some years, then ceased.

Retail trade is relatively small except for eating and drinking places, indicating tourist-vacation trade. U.S. Highway 141, an important north-south route in eastern Wisconsin, runs through the county, and an east-west highway, U.S. 2, cuts across the northern part of the county. Florence County has witnessed some increase in the number of firms that cater to the recreation trade. It still has a rather modest number of units for vacationers. Private cottage growth appears to be more rapid. A total of 230 housing units were authorized by building permits in 1975-78—not insignificant in this small county. Low valuations indicate more or less cottage-type units.

Industrial development in the county will continue to be linked with the timber resource. There is a good supply of both softwoods and hardwoods. Small firms that make products of high value in relation to weight should find this a satisfactory location.

The Chicago & North Western (Escanaba to Ashland line) provides rail service. Iron Mountain (Michigan) has scheduled flights.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	8	12
Employees (1,000's)	NA	NA	.1
% of state	—	—	0.02
Total payroll ($ millions)	$ NA	$ NA	$ .2
% of state	—	—	0.01
Avg. earnings/hr., prod. workers	$ NA	$ NA	$ 2.00
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ NA	$ .3
% of state	—	—	0.004
New mfg. capital expenditures ($ millions)	$ NA	$ NA	$ .1
% of state	—	—	0.02
Value of shipments ($ millions)	$ NA	$ NA	$ 1.4
% of state	—	—	0.01

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	1	0	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	10	1	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	1	0	0	0	0
Printing & publishing	1	0	0	0	0
All other types	0	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 32 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Pine River Lumber Co. Ltd.	Long Lake	Wood products	30-49
Wahlstrom's Dairy Inc.	Aurora	Fluid Milk	10-19
The Florence Mining News	Florence	Newspaper	10-19
Rockford Smith	Tipler	Logging	0-9
Northern Products Mfg. Co. Inc.	Commonwealth	Wood products	0-9
Aurora Millworks Co.	Aurora	Wood pallets and skids	0-9
Lester Howell	Tipler	Logging	0-9
Le Fleur Forest Products	Florence	Logging	0-9
John F. Halada	Tipler	Logging	0-9
Allen Dock Mfg. Co.	Florence	Fabricated Metal products	0-9

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
We Care Facilities, Inc.	Florence	Nursing home	50-69
C & R Bar	Aurora	Eating and drinking place	20-29
Hollywood North Inc.	Florence	Eating and drinking place	20-29
El Capitan	Florence	Eating and drinking place	10-19
Lloyd's Lunch	Florence	Restaurant	10-19

MANUFACTURING — ANALYSIS

The county has about 100 factory jobs, almost all related to the timber resource. The figures don't change much. Many people commute to better paying jobs in Michigan, or at Niagara (Marinette Co.).

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 1,233	% of state	0.08
Per capita [r]	$ 326	State avg. $	320
Full value rate [s]	$ 17.20	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 74	% of state	1.10
Per capita [r]	$ 19,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 90	% of state	0.003

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 535	0.05
Corporate income	$ 114	0.04
Sales and use	$ 488	0.07

State Shared Taxes	($1,000's)	% of state
Total	$ 226	0.07
State Aids		
Payment to school districts	$ 690	0.11
Health & social services (co. govt. only)	$ 646	0.15
Transportation	$ 332	0.27

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Florence, tn. (Unincorporated)	1,262	1,597	26.5

	1970	1978 [t]	% Change 1970-78

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	230	% of state	0.17

Valuation per unit, 1978:

$ 19,589	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 20,690	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	17	1,898	0.05
Manufacturing	0	0	—
Commercial	7	284	0.04
Amusement & recreation	0	0	—
Hotels, motels, etc.	0	0	—

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 319,360; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 7,026; Total number of lakes 262; Lakes with public access 49

Total public land designated for recreation use 123,553 acres: Federal- 82,164 acres; State- 4,922 acres; County- 36,307 acres; Other public areas [y] 160 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 99; Canoe pick-up services 0

Swimming [z] 11 areas

Fishing: Sample of fish caught— panfish, trout

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 0 nine hole

Camping (developed & primitive) [z] 173 sites

Major hiking trails 0 miles

Bicycling trails 12 miles

Snowmobiling trails open to public use 40 miles

Downhill skiing [z] 1 areas, 4 runs

Cross country skiing [z] 1 areas, 6 miles

Hunting 169,073 acres

OF SPECIAL INTEREST Nicolet National Forest, Pine and Popple State Wild Rivers, Spread Eagle Wildlife Area

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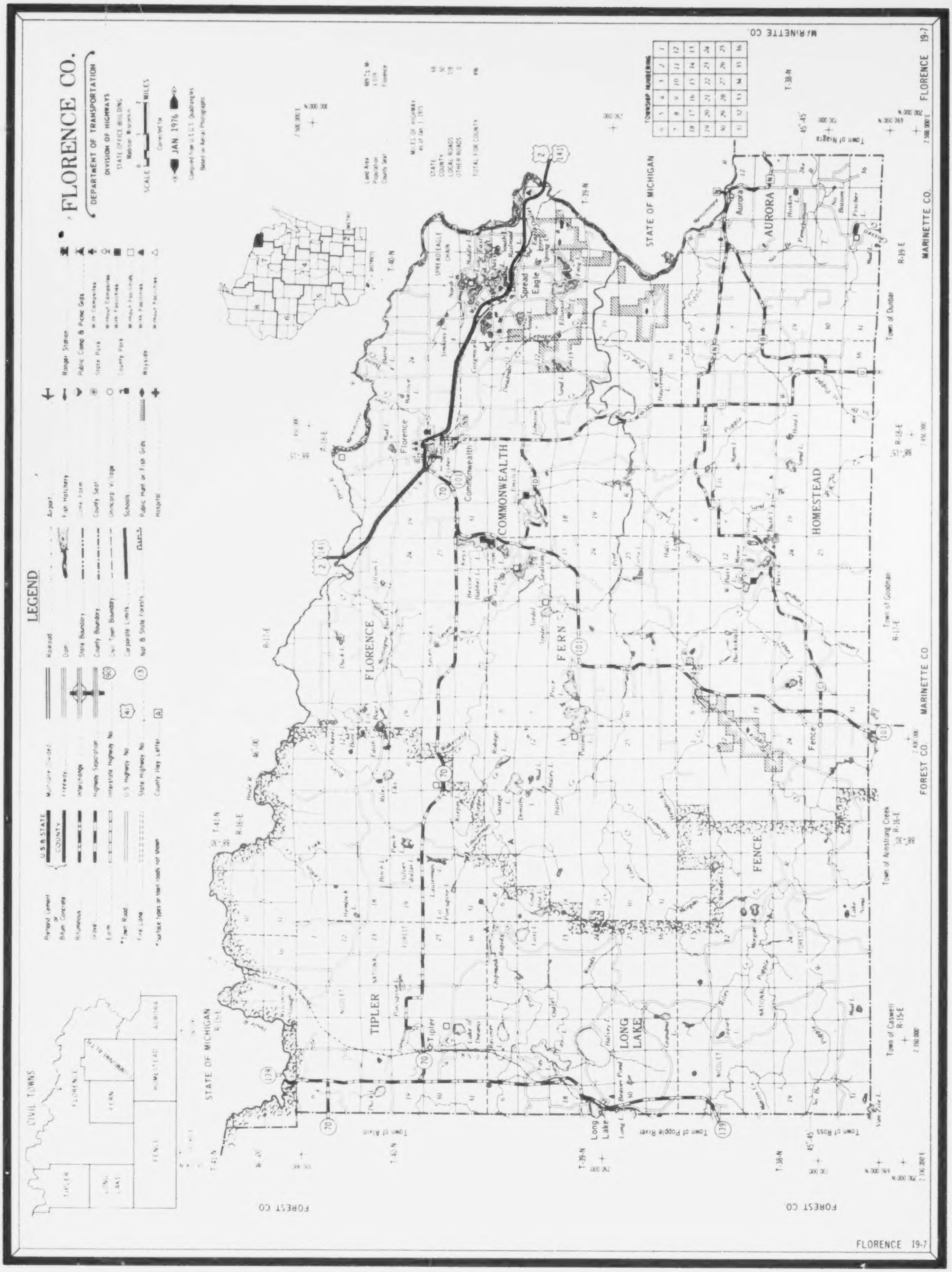
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


FLORENCE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin
SCALE
MILES
Corrected to
JAN 1976
LEGEND
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat & State Forests
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy Letter
Portland Cement or Bitum Concrete
Bituminous
Gravel
Earth
Town Road
Fire Lane
Surface types on town roads not shown
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp Village
Schools
Public Hunt or Fish Grds
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park
County Park
Wayside
CIVIL TOWNS
TIPLER
LONG LAKE
FLORENCE
FERN
COMMONWEALTH
HOMESTEAD
FENCE
AURORA
Land Area
Population
County Seat
MILES OF HIGHWAY as of Jan 1, 1975
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY
TOWNSHIP NUMBERING
STATE OF MICHIGAN
FOREST CO.
MARINETTE CO.
NICOLET NATIONAL FOREST
Spread Eagle
SPREAD EAGLE CHAIN
Florence
Commonwealth
Tipler
Long Lake
Fence
Aurora
Town of Niagara
Town of Dunbar
Town of Goodman
Town of Armstrong Creek
Town of Caswell
Town of Ross
Town of Popple River
Town of Alvin
T-38-N
T-39-N
T-40-N
T-41-N
R-15-E
R-16-E
R-17-E
R-18-E
R-19-E
45°45'
FLORENCE 19-7

5 8703

FOND DU LAC COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

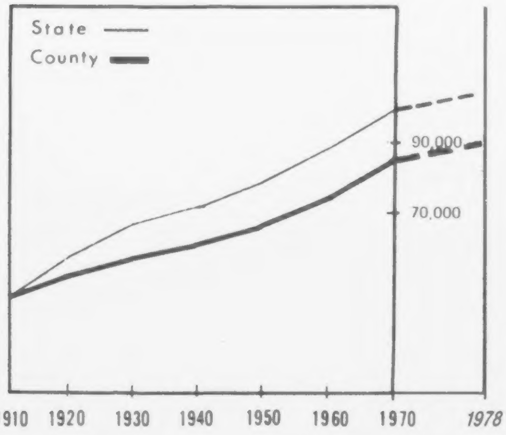
FOND DU LAC

This heavily-industrialized county may be taking a breather. Heavy industry is predominant, but other things, like foods, are important. It is a prosperous area, with productive farm land—some used for vegetable production.

POPULATION

1978 population [a]	88,591	% of state	1.90
1970 population [b]	84,567	% of state	1.91
1970-78 change (%)	4.8	State change	5.3 %
Net migration, 1960-70	1,717 in-		
Density, 1978	122.4 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	15,787	15,100	38	37	35	34
18-44	13,433	14,281	33	33	33	34
45-64	7,790	8,497	19	20	19	20
65 & over	3,977	5,702	10	10	13	12
Total	40,987	43,580	100%		100%	

Median age 26.7; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,068; State $ 10,068

Income Groups:	County %	State %
Under $4,000	11	13
$10,000 & over	51	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 576,081; % of state 1.80

Per capita $ 6,538; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 155,538
Services	$ 57,160
Retail trade	$ 44,456

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	32,772	$ 201	1,705
Major Groups:			
Construction	1,415	$ 288	229
Manufacturing	12,026	$ 249	129
Transp., Util.	1,428	$ 276	106
Wholesale trade	1,200	$ 235	109
Retail trade	5,853	$ 119	530
Finance, Ins., etc.	1,183	$ 172	134
Services	5,450	$ 141	384
Government	4,005	$ 204	57

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,847	2,597	6.4	4.9
Nonfarm Proprietors	2,541	2,808	6.9	6.2
Wage & Salary Employment (major groups):				
Farm	808	1,095	2.7	2.1
Construction	1,263	1,342	3.3	3.4
Manufacturing	10,074	10,621	26.3	24.9
Transp., Util.	1,933	1,977	4.9	3.9
Wholesale trade	917	1,327	3.3	4.1
Retail trade	5,247	5,903	14.6	14.8
Finance, Ins., etc.	672	1,192	2.9	3.8
Services	5,312	6,388	15.8	15.9
Government	4,711	4,984	12.3	15.5
Total (Employment)	36,541	40,406	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	2,180	396,700
1977	2,190	396,800

% of land in farms, 1978	86	State 54%
Avg. size of farms, 1978	182 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	129 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 917	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 42,709	State avg. $ 32,493
Total ($1,000's)	$ 93,533	% of state 3.0

Major Groups	($1,000's)	% of State
Dairy products	$ 55,770	3.0
Meat animals	$ 13,599	2.7
Poultry & eggs	$ 1,398	1.2
Field crops	$ 8,454	2.9
All vegetables	$ 10,479	5.7
Specialty crops	$ 1,391	1.2

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 50,600

% of land area 11 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		0
Other softwoods	3,350	6,427	0
Oak	8,571	30,966	36
Maple (hard)	1,588	4,366	5
Aspen	2,449	1,757	2
Other hardwoods	14,252	32,463	56

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Sand & gravel, lime, clays

Value of product $ 2,134,000 ('76) % of state 1.61

Employment covered by U.C., 1977 (an avg.)[l]
County 72 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	823	1972	931
Sales ($1,000's): 1977	$ 270,418	% of state	1.81
1972	$ 179,530	% of state	1.93
Sales per capita, 1977: Co.	$ 3,067	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 41,894	2.18
Foods	$ 53,713	1.75
Automotive	$ 52,719	1.75
Gas stations	$ 17,104	1.37
Apparel	$ 11,051	1.97
Furnit., house equip.	$ 12,726	1.87
Eating & drinking places	$ 29,499	1.95
Drug stores	$ W	—
Miscellaneous	$ 25,417	1.66

WHOLESALE TRADE

No. of establishments: 1977	132	1972 137
Sales ($1,000's): 1977	$ 200,491	% of state 1.02
1972	$ 128,109	% of state 1.18

SERVICE INDUSTRIES

No. of establishments: 1977	568	
Total receipts, 1977 ($1,000's)	$ 40,942	% of state 1.52
Hotel, motels, recreation camps		
No. of establishments: 1977	29	1972 27
Receipts: ($1,000's) 1977	$ 3,664	% of state 1.33
1972	$ 1,400	% of state 0.81
Amusements, recreation services		
No. of establishments: 1977	60	1972 81
Receipts: ($1,000's) 1977	$ 3,592	% of state 1.32
1972	$ 3,231	% of state 1.84

[m] U.S., Bureau of the Census

FOND DU LAC COUNTY - A DESCRIPTION

This prosperous, vital Wisconsin county seems to be, for the moment taking a little breather. Population growth, at about the state average, is based entirely on natural increase. The relatively young population has a comparatively high birth rate.

Fond du Lac County lies at the south end of Lake Winnebago. Its name in French means "foot of the lake." The county is divided by the Niagara escarpment, a resistant ridge of limestone. It runs westward from Niagara Falls through Ontario and Michigan, and on its south-westward course through Wisconsin, it forms the bluffs along Lake Winnebago in Wisconsin. The contours of Fond du Lac County were smoothed by glaciers. The small, oval hills called drumlins, and the potholes of the kettle moraine country in the southeastern corner are evidence of glacial action and the melting of huge ice blocks.

When the first settlers came in 1836, the land was covered by mixed hardwood forests. They were rapidly cleared (today only 11 percent of the county remains forested), and wheat became a great cash crop. Water-powered grist mills were an important supplemental source of income. Fond du Lac County farmers (largely German) were among the first in the state to switch to dairying and diversified farming. Milk today is the most important source of farm income, and the county is important in the production of cheese.

The proportion of persons engaged in manufacturing, agriculture, and other jobs is nearly the same as the state average. *Probably no other county so nearly typifies Wisconsin.* Income per family was just equal to the average for the state in 1969. Incomes are relatively high for a non-metropolitan area.

In the first two decades of statehood (1850-70) population jumped from about 14,000 to more than 46,000. Growth then settled to a steady pace, a little slower than the over-all expansion rate of the state.

The 1960-70 rate of growth was about 13 percent, compared with a state average of 12 percent. Present population density is well above the state average. In the 1950-60 decade the county failed to hold its natural gain from births over deaths, and experienced a net out-migration of about 2,845 persons. In the 1960's there was some net in-migration, but this apparently is not now occurring.

Although it ranks only 40th among the counties in land area, Fond du Lac County is among the state leaders in total cash income from farming. The average annual sales per farm are about $10,000 greater than the state average. The county is a national leader in the production of green peas and sweet corn. In 1977 it ranked first in Wisconsin in output of both. Total farm employment, the number of farms, and the amount of land farmed have declined, but more slowly than for most of Wisconsin. Income from crops has been increasing here, as in more southerly counties. The average Fond du Lac County farmer has a greater investment than farmers in most of Wisconsin.

Fond du Lac County has had about 10,000 to 11,000 factory jobs for some time, with some ups and downs Outboard motors, machine tools, laundry equipment, and various other machinery types are the largest employers, but the older foods, textiles, and leather industries are still widely represented. One of the major employers attracted to the area recently was a nonmanufacturing firm, which tabulates data at Fond du Lac for its clients.

Fond du Lac County has a fairly important mineral industry. Dimension limestone is sometimes produced, and lime. Sand and gravel are other products. Some production of clay was reported in 1977. The forest resource is of modest proportions, with oak, elm, and maple listed as leading species.

Retail trade is fully proportional to income, overall. General merchandise is comparatively strong. Wholesale trade trends look to be uncertain. On the other hand, the trend for motels, hotels, etc. seems to be favorable.

People from the lakeshore cities as well as the neighboring areas find it easy and rewarding to visit here. The Horicon Marsh wildlife refuge is partly in Fond du Lac County, and about one-third of the Kettle Moraine State Forest. Sportsmen have access to thousands of acres of state-owned or state-leased hunting and fishing ground. Lake Winnebago is well known among sport fishermen.

Fond du Lac has a state university branch campus (2 yr.). It also has a technical institute for vocational courses.

The county is served by three rail lines: the Milwaukee Road, the Chicago & North Western, and the Soo Line. It is crossed by U.S. 41, a major divided highway from Chicago and Milwaukee to the Fox Valley-Lake Winnebago region. Scheduled flights are available at the Oshkosh airport.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	139	129	129
Employees (1,000's)	10.8	10.8	10.4
% of state	1.99	2.16	2.03
Total payroll ($ millions)	$ 139.0	$ 97.3	$ 69.3
% of state	1.88	2.06	1.94
Avg. earnings/hr., prod. workers	$ 6.01	$ 3.98	$ 2.83
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 376.9	$ 237.1	$ 150.7
% of state	2.25	2.51	2.15
New mfg. capital expenditures ($ millions)	$ 13.5	$ 7.5	$ 9.1
% of state	1.14	1.40	1.80
Value of shipments ($ millions)	$ 999.8	$ 578.3	$ 364.3
% of state	2.56	2.72	2.36

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	13	10	4	1	2
Textiles, apparel, leather	4	0	0	3	1
Wood products, furniture	2	0	1	1	0
Paper, paper prods.	0	0	1	1	0
Chemicals, petrol., rubber & plastics	2	1	0	0	0
Metalworking, mach., transport. equip.	20	8	3	2	4
Printing & publishing	10	2	2	0	0
All other types	26	3	0	1	0

Factory jobs per 1,000 population, June, 1978

County 128 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Mercury Marine (Brunswick)	Fond du Lac	Outboard,inboard motors	3,300-3,399
Green Giant Co.	Ripon, Rosendale	Canned vegetables, cans (seasonal)	1,000-1,100
Giddings & Lewis, Inc.	Fond du Lac	Machine tools	950-999
Speed Queen	Ripon	Washing machines	850-899
Wells Mfg. Corp.	Fond du Lac	Auto ignition parts	600-649
Mammoth Spring Canning Corp.	Oakfield, Eden	Canned vegetables (seasonal)	500-549
Ripon Foods, Inc.	Ripon	Cookies	300-349
Fred Rueping Leather Co.	Fond du Lac	Shoe leather	300-349
Tolibia Cheese Inc.	Fond du Lac	Cheese, natural and processed	250-299
Sterling Custom Homes Corp.	Fond du Lac	Components for home builders	200-249

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
St. Agnes Hospital	Fond du Lac	Hospital	850-899
A. C. Nielsen Co.	Fond du Lac	Research, data processing	300-349
Combined Insurance Co.	Fond du Lac	Insurance	300-349
Wisconsin Power & Light Co.	Fond du Lac	Utility	250-299
Ripon College	Ripon	College	200-249

MANUFACTURING — ANALYSIS

The county is quite heavily industrialized. Factory jobs seem to stay in the 10,500 to 11,500 range — even during the 1974-5 recession. There is a mixture of heavy industry and consumer products. Lots of vegetables are canned. The outboard motor plant is a major one in its field, nationally and internationally. A number of expansion projects are underway at this time (1979).

[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 23,560	% of state	1.59
Per capita [r]	$ 267	State avg. $	320
Full value rate [s]	$ 19.69	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 1,374	% of state	1.87
Per capita [r]	$ 15,600	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 69,461	% of state	1.95

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 19,582	1.75
Corporate income	$ 4,558	1.72
Sales and use	$ 13,104	1.85

State Shared Taxes	($1,000's)	% of state
Total	$ 5,273	1.73
State Aids		
Payment to school districts	$ 10,009	1.59
Health & social services (co. govt. only)	$ 5,868	1.37
Transportation	$ 2,007	1.66

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Brandon, vil.	872	858	-1.6
Campbellsport, vil.	1,681	1,914	13.9
Eden, vil.	376	504	34.0
Fairwater, vil.	373	373	0.0
Mount Calvary, vil.	942	844	-10.4
N. Fond du Lac, vil.	3,286	4,127	25.6
Oakfield, vil.	918	1,018	10.9
Rosendale, vil.	464	675	45.5
St. Cloud, vil.	550	604	9.8
Fond du Lac, city	35,515	36,205	1.9
Ripon, city	7,053	6,933	-1.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	2,261	% of state	1.65

Valuation per unit, 1978:

$ 41,680	Median county	$ 36,251

Average purchase price, single family home, 1978: [v]

$ 35,851	State average	$ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	453	73,152	2.06
Manufacturing	62	17,034	1.81
Commercial	129	27,170	3.50
Amusement & recreation	21	2,035	1.72
Hotels, motels, etc.	9	605	1.22

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 489,600; Great Lakes/Mississippi shoreline 0 miles

Acreage of named lakes 1,617; Total number of lakes 42; Lakes with public access 18

Total public land designated for recreation use 19,800 acres: Federal- 953 acres; State- 18,027 acres; County- 224 acres; Other public areas [y] 596 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 0, 0; Canoe pick-up services 0

Swimming [z] 15 areas

Fishing: Sample of fish caught— panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 1,202 sites

Major hiking trails 11 miles

Bicycling trails 14 miles

Snowmobiling trails open to public use 83 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 5 areas, 13 miles

Hunting 18,785 acres

OF SPECIAL INTEREST Galloway House, Horicon Marsh Wildlife Area, Little White School House, Kettle Moraine State Forest, Rock River Water Trail, Spruce Lake Bog

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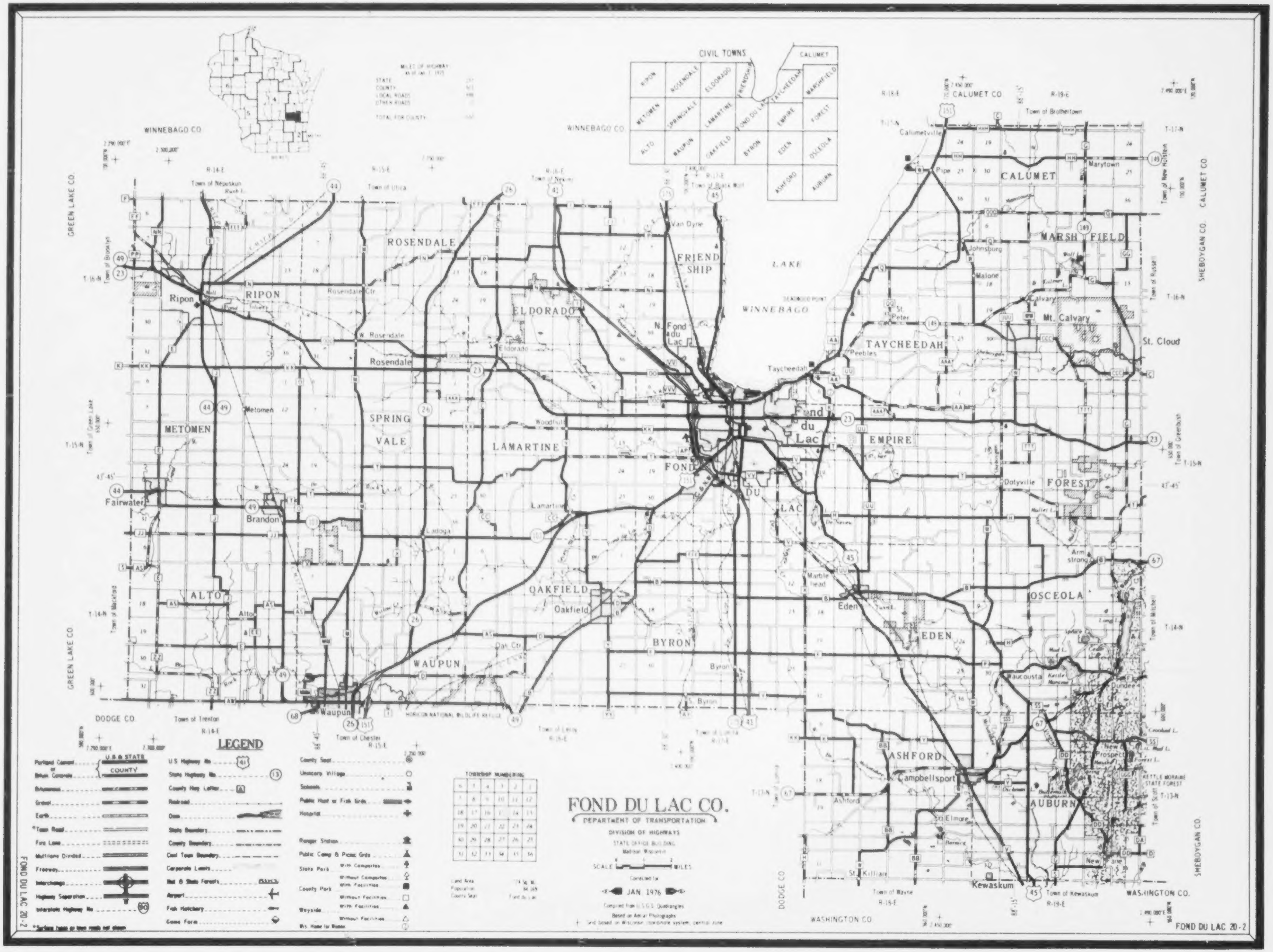
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


CIVIL TOWNS
CALUMET
MARSHFIELD
TAYCHEEDAH
FRIENDSHIP
ELDORADO
ROSENDALE
RIPON
FOREST
EMPIRE
FOND DU LAC
LAMARTINE
SPRINGVALE
METOMEN
OSCEOLA
EDEN
BYRON
OAKFIELD
WAUPUN
ALTO
AUBURN
ASHFORD
WINNEBAGO CO.
GREEN LAKE CO.
DODGE CO.
WASHINGTON CO.
SHEBOYGAN CO.
CALUMET CO.
LAKE WINNEBAGO
Ripon
Rosendale
Fond du Lac
North Fond du Lac
Waupun
Brandon
Fairwater
Metomen
Alto
Oakfield
Eden
Campbellsport
Kewaskum
Calumetville
Pipe
Marytown
Johnsburg
Malone
Mt. Calvary
St. Cloud
St. Peter
Peebles
Taycheedah
Van Dyne
Dotyville
Armstrong
Marblehead
Byron
Lamartine
Woodhull
Ladoga
Waucousta
Dundee
New Prospect
New Fane
Ashford
St. Killian
Elmore
KETTLE MORAINE STATE FOREST
HORICON NATIONAL WILDLIFE REFUGE
LEGEND
TOWNSHIP NUMBERING
MILES OF HIGHWAY
FOND DU LAC 20-2

FOND DU LAC CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS

STATE OFFICE BUILDING

Madison, Wisconsin

Corrected for

JAN 1976

Compiled from U.S.G.S. Quadrangles

Based on Aerial Photographs

Grid based on Wisconsin coordinate system, central zone

6

S8703

FOREST COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

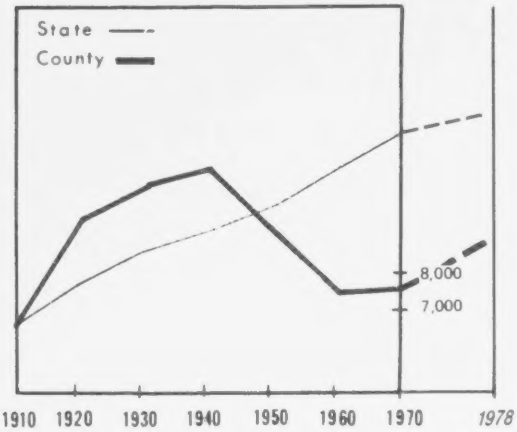
FOREST

Lakes and forests seem to be attracting people to this county. Population growth is quite rapid. Certainly it does not rest upon a growing industrial job base. This is woodworking country. Excitement continues over discovery of a major zinc-copper deposit.

POPULATION

1978 population [a]	8,684	% of state	0.19
1970 population [b]	7,691	% of state	0.17
1970-78 change (%)	12.9	State change	5.3 %
Net migration, 1960-70	298 out-		
Density, 1978	8.6 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	1,621	1,360	40	37	37	34
18-44	986	957	25	33	26	34
45-64	860	849	21	20	23	20
65 & over	559	499	14	10	14	12
Total	4,026	3,665	100%		100%	

Median age 29.5; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,432; State $ 10,068

Income Groups:	County %	State %
Under $4,000	25	13
$10,000 & over	20	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 35,185; % of state 0.11

Per capita $ 4,336; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 5,852
Govn't: state & local	$ 4,007
Retail trade	$ 1,895

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	1,670	$ 145	203
Major Groups:			
Construction	81	$ 168	28
Manufacturing	455	$ 186	36
Transp., Util.	63	$ 235	15
Wholesale trade	30	$ 168	8
Retail trade	257	$ 94	50
Finance, Ins., etc.	46	$ 227	10
Services	211	$ 133	31
Government	527	$ 122	24

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	179	175	6.5	4.9
Nonfarm Proprietors	351	370	13.8	6.2
Wage & Salary Employment (major groups):				
Farm	23	31	1.2	2.1
Construction	23	71	2.6	3.4
Manufacturing	599	592	22.0	24.9
Transp., Util.	59	79	2.9	3.9
Wholesale trade	17	34	1.3	4.1
Retail trade	223	246	9.2	14.8
Finance, Ins., etc.	33	39	1.5	3.8
Services	191	293	10.9	15.9
Government	704	759	28.2	15.5
Total (Employment)	2,402	2,691	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	180	42,300
1977	190	44,900

% of land in farms, 1978	7	State 54%
Avg. size of farms, 1978	235 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	71 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 383	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 14,821	State avg. $ 32,493
Total ($1,000's)	$ 2,816	% of state 0.09

Major Groups	($1,000's)	% of State
Dairy products	$ 1,764	0.09
Meat animals	$ 378	0.08
Poultry & eggs	$ 86	0.07
Field crops	$ 92	0.03
All vegetables	$ 76	0.04
Specialty crops	$ 414	0.3

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 549,500

% of land area 85 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	18,620	54,619	804
Other softwoods	126,645	314,874	1,764
Oak	4,195	8,431	55
Maple (hard)	76,164	169,794	1,559
Aspen	76,132	57,960	4,786
Other hardwoods	147,209	186,171	2,419

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ 79,000 % of state 0.06

Employment covered by U.C., 1977 (an avg.)[l]
County 0 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 130 1972 148

Sales ($1,000's): 1977 $14,156 % of state 0.09
1972 $10,852 % of state 0.12

Sales per capita, 1977: Co. $ 1,665 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 1,289	0.13
Gen. merchandise	$ W	—
Foods	$ W	—
Automotive	$ W	—
Gas stations	$ 2,867	0.23
Apparel	$ 154	0.03
Furnit., house equip.	$ W	—
Eating & drinking places	$ 1,885	0.12
Drug stores	$ W	—
Miscellaneous	$ 1,169	0.07

WHOLESALE TRADE

No. of establishments: 1977 8 1972 10

Sales ($1,000's): 1977 $ 3,408 % of state 0.02
1972 $ 2,240 % of state 0.02

SERVICE INDUSTRIES

No. of establishments: 1977 85

Total receipts, 1977 ($1,000's) $ 1,627 % of state 0.08

Hotel, motels, recreation camps
No. of establishments: 1977 30 1972 32
Receipts: ($1,000's) 1977 $ 575 % of state 0.21
1972 $ 448 % of state 0.26

Amusements, recreation services
No. of establishments: 1977 12 1972 7
Receipts: ($1,000's) 1977 $ W % of state —
1972 $ 317 % of state 0.18

[m] U.S., Bureau of the Census

FOREST COUNTY - A DESCRIPTION

Forest is among several northern counties that are adding population, according to current estimates. Whether or not there has been a growing economic base is somewhat doubtful. People may be attracted to the area for recreational reasons. As this is being written (mid-1979) there continues to be great excitement over discovery of a significant deposit of zinc, copper, and associated ores. Future commercial development involves both economic and legal decisions.

True to its name, Forest County is largely tree-covered (85 percent of the land is classified as forested), and its economy is based to a large degree on the forest. As in other such regions, the county's population density is light—8.6 persons per square mile. The rate of population decline between 1950 and 1960 was the highest for any Wisconsin county. About 3,000 persons moved out during that period. It was a surprise to see net out-migration reduced to 300 in the 1960's, and a two percent growth of population. There is a relative shortage of young adults.

This county was settled late in the last century. It was created in 1885, and in the first census taken, in 1890, there were only a thousand inhabitants. Large-scale lumbering operations and the need for supplies in the camps gave impetus to the establishment of farms. Farmers sold their crops to the lumber companies and often worked their teams in the woods during the winter. The county has had a number of Indians from early days. There are about 300 now.

The county's population reached a high point of 11,805 in 1940, and has generally been declining until now. There were 652 farms in 1950, and only 180 now. (Some of the loss resulted from a change in definition of "farm".) The percentage of the county's land area in farms slipped from 13 percent to 7 percent during this period. Average farm income, mostly from dairying, runs less than half of the state average.

Forest County has a relatively high number of manufacturing jobs, mostly in sawmills and wood-products plants. Connor Forest Industries at Laona long has been the largest employer in the county.

In timber volume and in sawtimber Forest County is among the state's leading counties. In the growing stock category, spruce and balsam and "other softwoods" are about equal in volume—ahead of pine. Hard maple, aspen, basswood, elm, and yellow birch are leaders among hardwoods. In 1973 timber cutting volume was third in rank among Wisconsin counties. The hemlock harvest was quite large.

Because of its forests, lakes and streams, Forest County attracts vacationers. This is reflected in the relatively high volume of gasoline sales. Camping sites in the Nicolet National Forest draw a number of visitors to the area, and there are several popular lakes. However, the fact that retail sales in 1977 were only $1,665 per capita shows that tourists are only a modest contributor to the retail sector. The 1972-77 trend was not favorable.

Incomes in Forest County are among the lowest in the state. Large numbers of families earned less than $4,000 when the 1970 census was taken. Also noticeable is the relatively small number with incomes above $10,000. These figures help to explain the modest retail trade situation.

Many of the residents have a strong attachment to the land; they like the elbow room, the clean air, and the lack of congestion. They also like to hunt and fish.

While somewhat remote from the population centers of southeastern Wisconsin, Forest County is, nevertheless, within easy driving distance of the important Fox River Valley industrial district. A branch of the Chicago & North Western runs the length of the county, connecting to a main line near Green Bay. The Soo Line serves the county. Scheduled flights are available at Rhinelander.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	40	29	30
Employees (1,000's)	.6	.7	.6
% of state	0.11	0.13	0.12
Total payroll ($ millions)	$ 5.3	$ 3.8	$ 2.5
% of state	0.07	0.08	0.07
Avg. earnings/hr., prod. workers	$ 5.00	$ 2.92	$ 1.82
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 11.2	$ 7.9	$ 5.0
% of state	0.07	0.08	0.08
New mfg. capital expenditures ($ millions)	$ .9	$ .2	$ .4
% of state	0.08	0.04	0.08
Value of shipments ($ millions)	$ 20.5	$ 13.9	$ 8.5
% of state	0.05	0.07	0.05

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	0	0	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	33	0	1	0	1
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	2	0	0	0	0
Printing & publishing	1	0	0	0	0
All other types	0	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 65 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Connor Forest Industries	Laona	Hardwood lumber, juvenile furniture	200-249
Bemis Mfg. Co.	Crandon	Wood products	70-99
Elliott Glove Co.	Wabeno	Work gloves	30-39
Ted Roberts	Hiles	Logging	10-19
Ronald Brooks	Caswell	Logging	10-19
Forest Saw Mill Inc.	Wabeno	Wood products	10-19
Connors Forest Products	Wabeno	Wood products	10-19
Fraley and Van Cleve	Crandon	Logging	10-19
George Brewer	Caswell	Wood products	10-19
IJ Millan Lumber Corp.	Armstrong Creek	Wood products	0-9

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Crandon Convalescent Center	Crandon	Nursing home	70-99
Nu Roc Nursing Home Inc.	Laona	Nursing home	50-69
Mi De Inc.	Crandon	Miscellaneous retail	50-69
J. Schaefer Enterprises Inc.	Crandon	Grocery store	20-39
Crandon National Bank	Crandon	Banking	10-19

MANUFACTURING — ANALYSIS

Industry in this county means mostly wood products. Jobs have been declining. U.C. counted 744 in June 1972, and 566 in June 1979. The March 1979 figure is down another 100. (Hopefully this was an abnormally low point.)

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 2,137	% of state	0.14
Per capita [r]	$ 251	State avg. $	320
Full value rate [s]	$ 15.41	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 141	% of state	0.19
Per capita [r]	$ 16,600	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 1,263	% of state	0.04

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 913	0.08
Corporate income	$ 248	0.04
Sales and use	$ 1,019	0.14

State Shared Taxes	($1,000's)	% of state
Total	$ 435	0.14
State Aids		
Payment to school districts	$ 1,350	0.21
Health & social services (co. govt. only)	$ 1,361	0.32
Transportation	$ 725	0.60

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Crandon, city	1,582	1,818	14.9

	1970	1978 [t]	% Change 1970-78

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	397	% of state	0.29

Valuation per unit, 1978:

$ 22,336	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 23,608	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	65	4,325	0.12
Manufacturing	10	621	0.07
Commercial	13	704	0.09
Amusement & recreation	1	32	0.03
Hotels, motels, etc.	4	109	0.22

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 667,520; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 32,488; **Total number of lakes** 825; **Lakes with public access** 75

Total public land designated for recreation use 374,491 acres: **Federal**-339,899 acres; **State**- 23,415 acres; **County**- 10,847 acres; **Other public areas** [y] 330 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 5, 112; **Canoe pick-up services** 3

Swimming [z] 21 areas

Fishing: Sample of fish caught— panfish, walleye, bass, northern, trout

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 439 sites

Major hiking trails 25 miles

Bicycling trails 85 miles

Snowmobiling trails open to public use 245 miles

Downhill skiing [z] 1 areas, 7 runs

Cross country skiing [z] 1 areas, 25 miles

Hunting 399,570 acres

OF SPECIAL INTEREST Connor Mill, Great Blue Heron Rookery, Mac Arthur White Pine Tree, Nicolet National Forest

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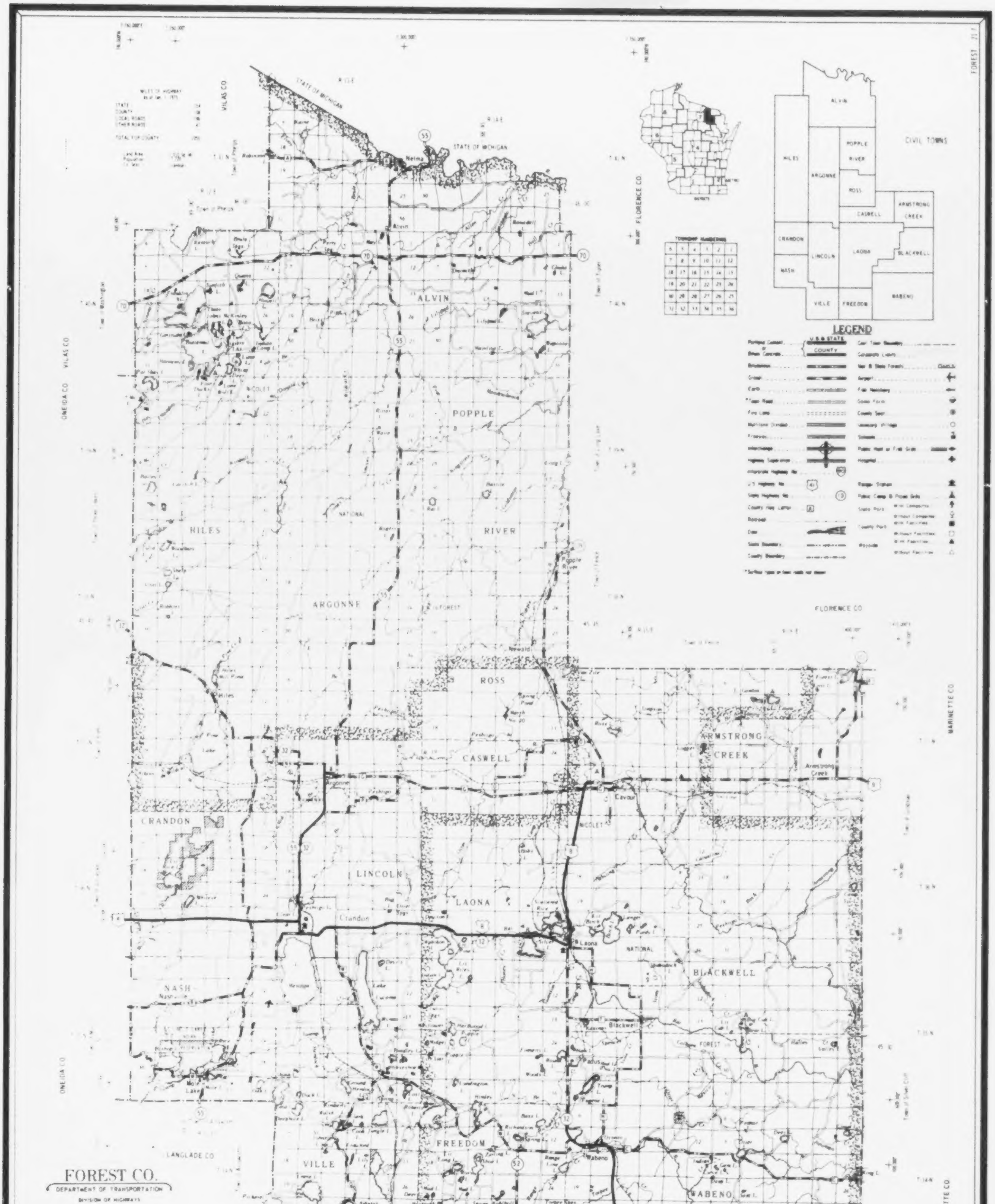
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


FOREST CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
FOREST 21-7
CIVIL TOWNS
LEGEND
U.S. & STATE
COUNTY
ALVIN
POPPLE RIVER
HILES
ARGONNE
ROSS
CASWELL
ARMSTRONG CREEK
CRANDON
LINCOLN
LAONA
BLACKWELL
NASH
VILLE
FREEDOM
WABENO
NICOLET
NATIONAL
FOREST
STATE OF MICHIGAN
VILAS CO.
ONEIDA CO.
FLORENCE CO.
MARINETTE CO.
LANGLADE CO.
OCONTO CO.
Nelma
Alvin
Newald
Cavour
Armstrong Creek
Crandon
Laona
Blackwell
Nashville
Mole Lake
Wabeno
Carter
Hiles
Popple River

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GRANT COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

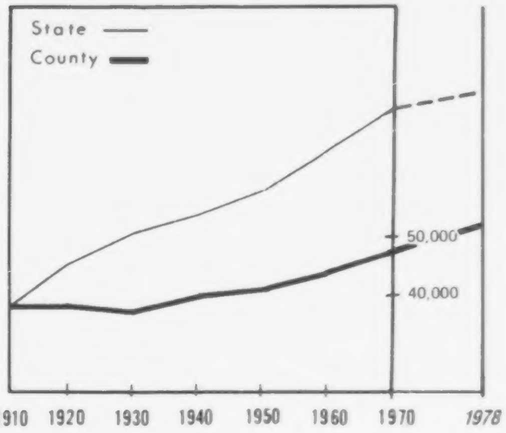
GRANT

Farming generates the most income in this area (part of the Corn Belt), but manufacturing is making rapid gains. Chicago-area industrialists "discovered" the county in the late 1960's, and have provided many jobs—especially for women. Scenic values are high along the Mississippi River, and along the many streams that drain the uplands.

POPULATION

1978 population [a]	51,698	% of state	1.11
1970 population [b]	48,398	% of state	1.10
1970-78 change (%)	6.8	State change	5.3 %
Net migration, 1960-70	863 out-		
Density, 1978 44.3	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	9,013	8,679	37	37	36	34
18-44	8,617	7,741	35	33	32	34
45-64	4,251	4,336	18	20	18	20
65 & over	2,397	3,364	10	10	14	12
Total	24,278	24,120	100%		100%	

Median age 24.4; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,464; State $ 10,068

Income Groups:	County %	State %
Under $4,000	18	13
$10,000 & over	38	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 296,418; % of state 0.93

Per capita $ 5,796; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 43,541
Govn't: state & local	$ 33,943
Retail trade	$ 23,385

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	13,993	$ 159	1,121
Major Groups:			
Construction	804	$ 211	129
Manufacturing	2,783	$ 152	67
Transp., Util.	971	$ 266	66
Wholesale trade	662	$ 171	96
Retail trade	2,871	$ 110	382
Finance, Ins., etc.	403	$ 176	69
Services	1,590	$ 117	196
Government	3,727	$ 182	89

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	3,535	3,234	15.1	4.9
Nonfarm Proprietors	1,971	2,144	10.0	6.2
Wage & Salary Employment (major groups):				
Farm	787	1,081	5.1	2.1
Construction	465	659	3.1	3.4
Manufacturing	945	2,045	9.6	24.9
Transp., Util.	725	1,094	5.1	3.9
Wholesale trade	528	713	3.3	4.1
Retail trade	2,703	2,936	13.7	14.8
Finance, Ins., etc.	273	393	1.8	3.8
Services	2,081	2,444	11.4	15.9
Government	4,104	4,498	21.1	15.5
Total (Employment)	18,263	21,377	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	2,890	655,400
1977	2,910	655,500

% of land in farms, 1978	88	State 54%
Avg. size of farms, 1978	227 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	124 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 827	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 38,154	State avg. $ 32,493
Total ($1,000's)	$ 111,029	% of state 3.5

Major Groups	($1,000's)	% of State
Dairy products	$ 56,215	3.0
Meat animals	$ 42,922	8.5
Poultry & eggs	$ 1,034	0.9
Field crops	$ 9,291	3.2
All vegetables	$ 145	0.08
Specialty crops	$ 1,077	0.9

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 150,500

% of land area 20 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		2
Other softwoods	1,667	3,943	0
Oak	58,247	195,808	838
Maple (hard)	5,601	17,341	78
Aspen	13,754	23,543	111
Other hardwoods	41,024	84,202	355

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.)[l]
County 29 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	606	1972	565
Sales ($1,000's): 1977	$ 137,600	% of state	0.92
1972	$ 76,859	% of state	0.83
Sales per capita, 1977: Co.	$ 2,685	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 12,332	1.25
Gen. merchandise	$ 8,540	0.44
Foods	$ 32,456	1.04
Automotive	$ 30,800	1.02
Gas stations	$ 15,747	1.26
Apparel	$ 3,729	0.66
Furnit., house equip.	$ 4,974	0.73
Eating & drinking places	$ 14,872	0.98
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	119	1972 133
Sales ($1,000's): 1977	$ 106,790	% of state 0.54
1972	$ 69,336	% of state 0.64

SERVICE INDUSTRIES

No. of establishments: 1977 387

Total receipts, 1977 ($1,000's) $ 12,162 % of state 0.47

Hotel, motels, recreation camps

No. of establishments: 1977	25	1972 22
Receipts: ($1,000's) 1977	$ 1,501	% of state 0.54
1972	$ 1,036	% of state 0.60

Amusements, recreation services

No. of establishments: 1977	37	1972 26
Receipts: ($1,000's) 1977	$ 1,420	% of state 0.52
1972	$ 839	% of state 0.48

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[m] U.S., Bureau of the Census

GRANT COUNTY - A DESCRIPTION

Grant County, bordered on the west by the Mississippi River and its magnificent bluffs, is a land of rich upland prairies and deep, wooded coulees. On the north its boundary is the Wisconsin River, which flows into the Mississippi at the extreme northwest corner of the county. The land was untouched by the last glaciers.

Farming continues to be the predominant part of the economy. Manufacturing has been providing more and more jobs, but hasn't replaced farming for top rank. Grant ranks among the top 100 counties in the United States in value of farm products sold, and is generally second (to Dane) among Wisconsin counties. Agriculture here shows characteristics of the neighboring corn belt states of Iowa and Illinois. Swine and fat cattle are more important than in typical Wisconsin agricultural counties. They are pressing dairying for leadership. Cash cropping is growing in importance. Not much land has been shifted to non-agricultural uses.

Population density is approximately half of the statewide average, and population growth during the 1950's was at half the rate of the Wisconsin average. However, in comparison with other agricultural counties, its growth was impressive, for Grant was one of the few rural-type counties outside the southeastern part of the state to gain in population during the decade. Population increase was a little larger in the 1960's. Growth of the state university at Platteville explains part of the gain in population in both the fifties and sixties. The current estimate on page 1 indicates continuing population gains, with some in-migration. University enrollment seems to be stabilizing at about 4,500. The statistics show that the county has a relatively young population.

The county's 1969 median family income (at $8,464) was considerably below the state average, as is characteristic of rural areas.

The income figures for 1977 clearly reveal a more favorable income situation. The county claimed .93 percent of the state's personal income, for 1.11 percent of its inhabitants.

Grant County had .92 percent of the state's retail trade in 1977—far ahead of 1972. The wholesale trade and services categories are not that impressive.

Twenty percent of Grant County is classified as forest land. Oak is the predominant species—more red oak than white oak. Grant has some zinc and lead mines, but no production was reported in 1977. Possibly the mines will not reopen.

There has been a large gain in factory jobs recently. Compare the 1976 average (1,367) with the March 1979 figure (2,867). The county obtained many new plants during the last decade, including the largest employer, Advance Transformer. These are largely assembly jobs for women.

Many county residents who reported to the Census Bureau that they worked in manufacturing back in 1970 had jobs outside the county—mainly in Dubuque, Iowa. The heavy-industry jobs there attract a large number of male workers.

The physical aspect of Grant County is impressive. The natural beauty of the terrain has been pretty much preserved. Cities and villages are generally well kept. Farms also are well maintained. Federal highways 151 and 18 are important east-west thoroughfares. The Burlington-Northern Railway runs along the river. The future for service on the other rail lines (Chicago & North Western and Milwaukee) is uncertain. Scheduled flights are available at Dubuque.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	78	72	82
Employees (1,000's)	2.0	1.2	.6
% of state	0.37	0.24	0.12
Total payroll ($ millions)	$ 16.9	$ 7.4	$ 2.5
% of state	0.23	0.16	0.07
Avg. earnings/hr., prod. workers	$ 3.94	$ 2.75	$ 1.82
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 24.2	$ 16.9	$ 5.7
% of state	0.14	0.18	0.08
New mfg. capital expenditures, ($ millions)	$ 2.9	$ 2.7	$ .4
% of state	0.24	0.50	0.08
Value of shipments ($ millions)	$ 113.1	$ 53.9	$ 22.5
% of state	0.29	0.25	0.15

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	19	0	2	0	0
Textiles, apparel, leather	0	1	0	0	0
Wood products, furniture	14	1	1	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	1	0	0	0	0
Metalworking, mach., transport. equip.	7	2	0	3	2
Printing & publishing	10	1	1	0	0
All other types	2	1	0	1	0

Factory jobs per 1,000 population, June, 1978

County 52 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Advance Transformer Co.	Boscobel	Ballasts (lighting)	750-799
Advance Transformer Co.	Platteville	Ballasts (lighting)	350-399
Ray-O-Vac Corp.	Fennimore	Batteries	200-249
Loudspeaker Component Corp.	Lancaster	Loudspeaker components	200-249
Rapid Die & Molding Co. Inc.	Cassville	Radio parts	100-149
Fendall Co.	Platteville	Optical goods	100-149
Milk Specialties Co. (General Host)	Boscobel	Milk products	70-99
G-I-L Shopping News	Platteville	Publishing	70-99
Buddy Homes (Skyline)	Lancaster	Mobile homes	70-99
Land's End Yacht Stores, Inc.	Boscobel	Canvas products	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
UW-Platteville	Platteville	University	600-649
Cuba City Hospital	Cuba City	Hospital	150-199
Memorial Hospital	Boscobel	Hospital	150-199
Parkview Terrace	Platteville	Nursing home	100-149
Hardee's Restaurant	Platteville	Food service	100-149

MANUFACTURING — ANALYSIS

Grant Co. is still lightly industrialized, but the growth of factory jobs here in the last decade or so has been among the most rapid, in percentage terms, in the state. The county attracted the electronics-electrical equipment type of firms that are now relatively large employers. The March 1979 job figure was an astounding 2,867. Employees are predominantly females. Several other new plants have been attracted, and there is a fair amount of new construction. Higher paying jobs are at Dubuque, Iowa.

[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 12,802	% of state	0.86
Per capita [r]	$ 250	State avg. $	320
Full value rate [s]	$ 18.06	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 780	% of state	1.06
Per capita [r]	$ 15,200	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 10,308	% of state	0.29

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 9,165	0.82
Corporate income	$ 1,653	0.62
Sales and use	$ 6,945	0.98

State Shared Taxes	($1,000's)	% of state
Total	$ 3,090	1.02
State Aids		
Payment to school districts	$ 7,365	1.17
Health & social services (co. govt. only)	$ 3,608	0.84
Transportation	$ 1,753	1.45

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Bagley, vil.	271	306	12.9
Bloomington, vil.	719	745	3.6
Blue River, vil.	369	416	12.7
Cassville, vil.	1,343	1,364	1.6
Dickeyville, vil.	1,057	1,320	24.9
Hazel Green, vil.*	982	1,260	28.3
Livingston, vil.*	503	574	14.1
Montfort, vil.*	518	658	27.0
Mount Hope, vil.*	176	164	-6.8
Muscoda, vil.	1,099	1,242	13.0
Patch Grove, vil.	187	212	13.4
Potosi, vil.	713	827	16.0
Tennyson, vil.	402	494	22.9
Woodman, vil.	102	111	8.8
Boscobel, city	2,510	2,475	-1.4
Cuba City, city*	1,993	2,297	15.3
Fennimore, city	1,861	2,061	10.7
Lancaster, city	3,756	4,083	8.7
Platteville, city	9,599	8,977	-6.5

*Total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	838	% of state	0.61

Valuation per unit, 1978:

$ 37,179	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 32,746	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	278	27,974	0.79
Manufacturing	31	5,667	0.60
Commercial	85	7,857	1.01
Amusement & recreation	9	727	0.61
Hotels, motels, etc.	6	338	0.68

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 757,800; **Great Lakes/Mississippi shoreline** 46 miles.

Acreage of named lakes 2,656; **Total number of lakes** 43; **Lakes with public access** 26

Total public land designated for recreation use 17,394 acres: **Federal-** 6,485 acres; **State-** 10,169 acres; **County-** 59 acres; **Other public areas** [y] 681 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 92; **Canoe pick-up services** 6

Swimming [z] 11 areas

Fishing: Sample of fish caught— panfish, bass, walleye, catfish, bullhead

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 651 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 7 miles

Downhill skiing [z] 1 areas, 5 runs

Cross country skiing [z] 2 areas, 16 miles

Hunting 23,934 acres

OF SPECIAL INTEREST Stonefield—Nelson Dewey State Park, Wyalusing State Park

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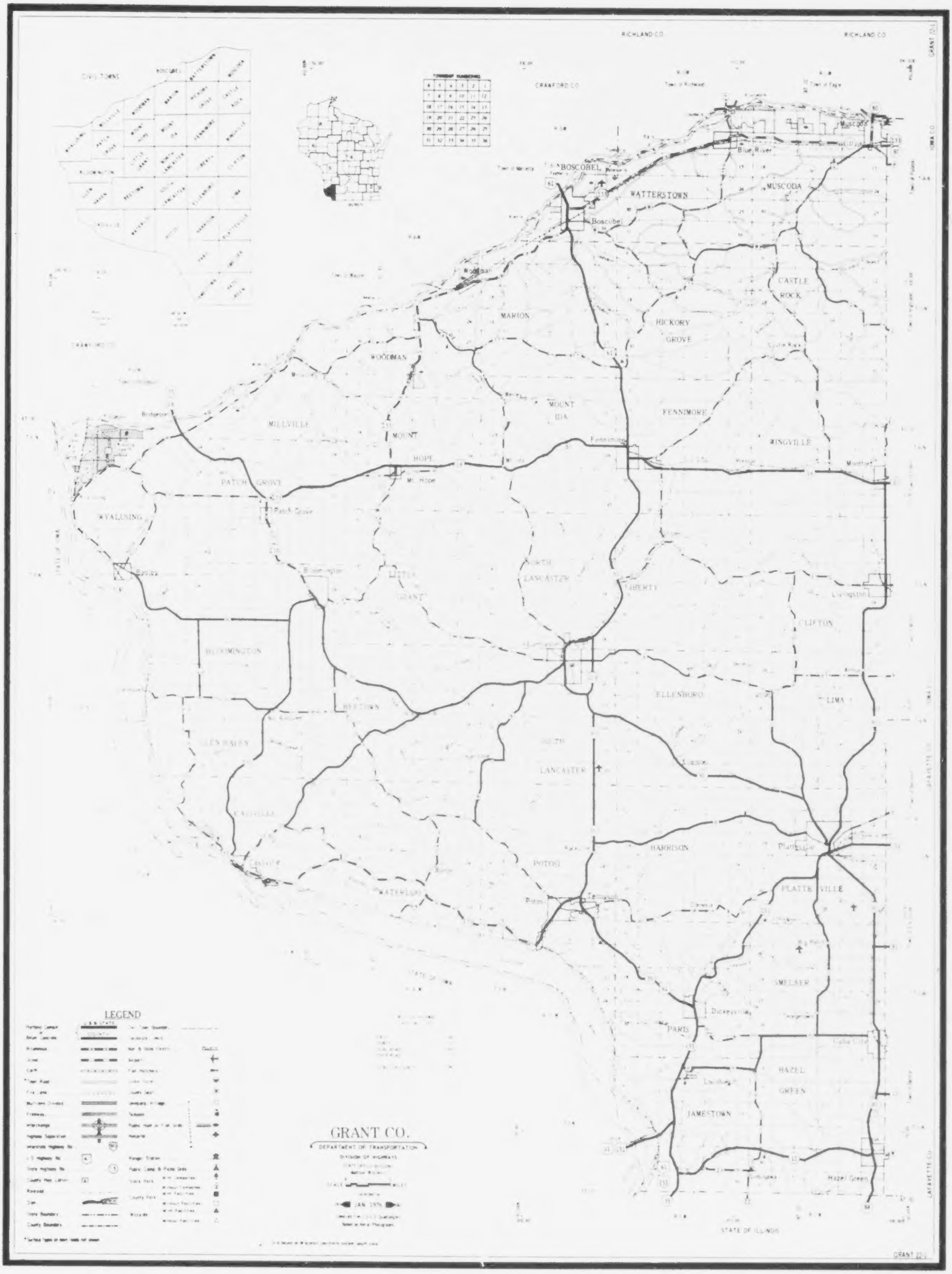
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


GRANT CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN. 1976
LEGEND
CIVIL TOWNS
TOWNSHIP NUMBERING
RICHLAND CO.
CRAWFORD CO.
IOWA CO.
LAFAYETTE CO.
STATE OF IOWA
STATE OF ILLINOIS
GRANT 22-1
BOSCOBEL
Boscobel
Blue River
Muscoda
WATTERSTOWN
MUSCODA
CASTLE ROCK
HICKORY GROVE
MARION
WOODMAN
Woodman
MILLVILLE
MOUNT IDA
FENNIMORE
Fennimore
WINGVILLE
Montfort
MOUNT HOPE
Mt. Hope
PATCH GROVE
Patch Grove
Bridgeport
WYALUSING
Bagley
Bloomington
LITTLE GRANT
NORTH LANCASTER
LIBERTY
Livingston
CLIFTON
BLOOMINGTON
BEETOWN
ELLENBORO
LIMA
GLEN HAVEN
SOUTH LANCASTER
CASSVILLE
Cassville
WATERLOO
POTOSI
Potosi
Tennyson
HARRISON
Platteville
PLATTEVILLE
SMELSER
Dickeyville
PARIS
Cuba City
HAZEL GREEN
JAMESTOWN
Hazel Green

S 8703

GREEN COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

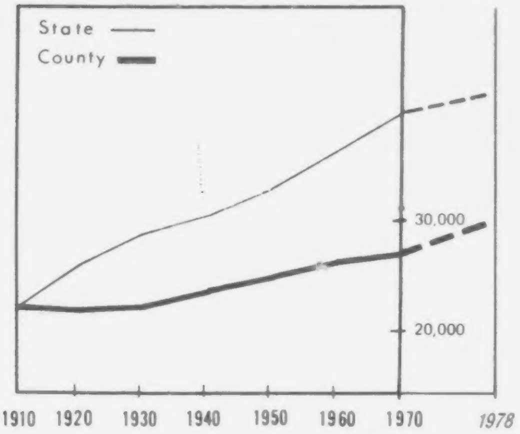
GREEN

Manufacturing has about overtaken farming as a generator of income. The area attracted some Chicago-area firms that have provided numerous jobs—especially for women. Dairy farming is seen at its best in this area. Swiss influence adds an interesting dimension to the county's cultural life. Monroe is a strong trade center.

POPULATION

1978 population [a]	29,187	% of state	0.63
1970 population [b]	26,714	% of state	0.60
1970-78 change (%)	9.3	State change	5.3 %
Net migration, 1960-70	1,034 out-		
Density, 1978	49.8 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	4,731	4,608	36	37	34	34
18-44	3,860	4,062	30	33	30	34
45-64	2,864	2,849	22	20	20	20
65 & over	1,586	2,154	12	10	16	12
Total	13,041	13,673	100%		100%	

Median age 30.8; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 9,159; State $ 10,068

Income Groups:	County %	State %
Under $4,000	15	13
$10,000 & over	43	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $ 205,454; % of state 0.64
Per capita $ 7,013; State average $ 6,864
Three largest income sources, 1977 ($1,000's):

Farm	$ 26,982
Manufacturing	$ 24,290
Retail trade	$ 24,264

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	11,043	$ 171	719
Major Groups:			
Construction	480	$ 221	101
Manufacturing	2,261	$ 201	58
Transp., Util.	385	$ 215	35
Wholesale trade	813	$ 232	60
Retail trade	3,491	$ 132	246
Finance, Ins., etc.	317	$ 164	40
Services	1,734	$ 171	124
Government	1,482	$ 143	39

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,240	2,100	13.9	4.9
Nonfarm Proprietors	1,175	1,302	8.6	6.2
Wage & Salary Employment (major groups):				
Farm	650	861	5.7	2.1
Construction	205	480	3.2	3.4
Manufacturing	1,963	2,169	14.4	24.9
Transp., Util.	W	W	—	3.9
Wholesale trade	477	863	5.7	4.1
Retail trade	2,308	2,789	18.5	14.8
Finance, Ins., etc.	171	281	1.9	3.8
Services	1,789	2,019	13.4	15.9
Government	1,577	1,723	11.4	15.5
Total (Employment)	12,842	15,069	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,760	366,400
1977	1,770	367,400

% of land in farms, 1978	98	State 54 %
Avg. size of farms, 1978	208 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	135 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,005	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 48,745	State avg. $ 32,493
Total ($1,000's)	$ 86,278	% of state 2.7

Major Groups	($1,000's)	% of State
Dairy products	$ 55,405	2.9
Meat animals	$ 20,568	4.1
Poultry & eggs	$ 308	0.3
Field crops	$ 8,302	2.9
All vegetables	$ 185	0.1
Specialty crops	$ 876	0.7

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 31,800

% of land area 8 State 43 %

Major species:	Growing Stock (1,[illegible] cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		0
Other softwoods	1,351	2,170	0
Oak	12,047	44,706	57
Maple (hard)	1,398	3,580	0
Aspen	1,319	2,177	0
Other hardwoods	9,686	22,742	68

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 12 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	343	1972	355
Sales ($1,000's): 1977	$ 152,627	% of state	1.02
1972	$ 80,787	% of state	0.87
Sales per capita, 1977: Co.	$ 5,276	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 10,259	1.04
Gen. merchandise	$ 6,603	0.34
Foods	$ 19,960	0.65
Automotive	$ 29,250	0.96
Gas stations	$ 7,600	0.61
Apparel	$ 4,254	0.76
Furnit., house equip.	$ 5,877	0.86
Eating & drinking places	$ 9,882	0.65
Drug stores	$ 2,426	0.64
Miscellaneous	$ 56,516	3.80

WHOLESALE TRADE

No. of establishments: 1977 87		1972 95
Sales ($1,000's): 1977	$ 179,442	% of state 0.91
1972	$ 105,328	% of state 0.97

SERVICE INDUSTRIES

No. of establishments: 1977 259		
Total receipts, 1977 ($1,000's)	$ 14,200	% of state 0.54
Hotel, motels, recreation camps		
No. of establishments: 1977	9	1972 6
Receipts: ($1,000's) 1977	$ 883	% of state 0.32
1972	$ 227	% of state 0.13
Amusements, recreation services		
No. of establishments: 1977	29	1972 27
Receipts: ($1,000's) 1977	$ 1,706	% of state 0.63
1972	$ 1,084	% of state 0.62

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[m] U.S., Bureau of the Census

GREEN COUNTY - A DESCRIPTION

The richness of Green County's varied landscape is matched by the quality of its soils: well drained, easily tilled, and predominantly silt loam. Most of the land is rolling to hilly, and some areas are too rough for cropping. Still, a very high percentage of the land is in farms, and cropland represents over fifty percent of farm acreage.

Agriculture has truly been the backbone of this county's economy, but manufacturing has made great strides recently. Over the years Green County has experienced a relatively moderate shrinkage in agricultural employment. This made for population stability. Since 1970 there has been a fair amount of population growth, resulting from the gains in the industrial sector. More people are moving into the county than moving away. Sizable numbers of new houses are being built.

Green County has produced great quantities of cheese and other dairy products for three-quarters of a century. Food industries promise to continue offering considerable employment. Recently obtained manufacturing plants provide many opportunities for women. The Advance Transformer plant is most noteworthy in this respect. County residents have acquired a variety of industrial skills, in part by commuting to regional industrial centers such as Janesville and Beloit. Heavy industries in these places are more attractive for male workers.

Family incomes are high for a basically rural area. This reflects the strong farm sector as well as general prosperity in the cities and villages. Figures on page 1 show that the county obtained .64 percent of the state's personal income, for .63 percent of its inhabitants, in 1977.

It is noteworthy that in retail sales per capita this county ranks first in the state. Monroe is a strong trade center. Recently there have been large investments in commercial buildings. Notice that the "miscellaneous" segment of retail sales is very large. Swiss Colony, the main establishment, is very large (gifts, cheese packages, etc.). Presumably all of its nationwide sales were allocated to its Monroe address. (It is now—1980—big in Madison, too.) It is Swiss Colony of course, that makes per capita sales so large relative to the average county.

In the earliest days there was lead mining in Green County, but interest soon switched to the more productive mines of Lafayette and Grant counties to the west. Mineral production now is limited to crushed limestone, and sand and gravel (of value for local roads and for farm use).

About eight percent of the land area is wooded; oaks predominate.

As of early 1980, the future for rail service is uncertain. Readers concerned with this matter will want to get current information. The Rock County Airport between Beloit and Janesville provides scheduled flights.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	65	66	65
Employees (1,000's)	2.3	2.1	1.3
% of state	0.42	0.42	0.25
Total payroll ($ millions)	$ 21.9	$ 13.2	$ 5.3
% of state	0.30	0.28	0.15
Avg. earnings/hr., prod. workers	$ 4.49	$ 2.91	$ 1.78
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 57.5	$ 40.7	$ 11.8
% of state	0.34	0.43	0.17
New mfg. capital expenditures ($ millions)	$ 4.9	$ 1.3	$ 1.7
% of state	0.41	0.24	0.34
Value of shipments ($ millions)	$ 204.1	$ 110.5	$ 41.7
% of state	0.52	0.52	0.27

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	23	3	1	0	0
Textiles, apparel, leather	0	0	1	0	0
Wood products, furniture	4	0	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	2	1	0	0	0
Metalworking, mach., transport. equip.	9	1	1	3	1
Printing & publishing	4	0	1	1	0
All other types	2	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 80

State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Advance Transformer Co.	Monroe	Ballasts (lighting)	550-559
Janesville Products (Amtel)	Brodhead	Foam seats	200-249
Oaktron Industries Inc.	Monroe	Loudspeakers	200-249
Moore Business Forms	Monroe	Manifold forms	150-199
Iroquois Foundry Co.	Browntown	Gray iron castings	100-149
Knight Mfg. Corp.	Brodhead	Farm equipment	100-149
Industrial Combustion Inc.	Monroe	Heating equipment	100-149
Jos. Huber Brewing Co.	Monroe	Beer	70-99
Apco Manufacturing Co.	Brodhead	Men's knit shirts	70-99
Monroe Publishing Co. Inc.	Monroe	Newspaper	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
The Swiss Colony	Monroe	Cheese packaging, gifts (seasonal)	1,200-1,249
St. Clare Hospital	Monroe	Hospital	500-599
SC Data Center Inc.	Monroe	Data processing service	200-249
The Monroe Clinic	Monroe	Health care	150-199
Dolton Value Village Inc.	Monroe	Department store	100-149

MANUFACTURING — ANALYSIS

Industrial jobs have increased greatly since the 1967 Census of Mfg. was taken. This seems, for the moment, to have slowed. A number of new companies came in and some (like small cheese plants) closed. The impact of Advance Transformer was most noticeable in job changes; its employment is smaller now (1979) than before it put other branches in Boscobel and Platteville (Grant Co.). The foundry has been spending a great deal on expansion projects.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 10,257	% of state	0.69
Per capita [r]	$ 355	State avg. $	320
Full value rate [s]	$ 18.88	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 601	% of state	0.82
Per capita [r]	$ 20,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 14,360	% of state	0.40

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 7,000	0.63
Corporate income	$ 1,348	0.51
Sales and use	$ 4,428	0.63

State Shared Taxes	($1,000's)	% of state
Total	$ 1,694	0.56
State Aids		
Payment to school districts	$ 3,499	0.56
Health & social services (co. govt. only)	$ 1,937	0.45
Transportation	$ 1,073	0.89

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Albany, vil.	875	989	13.0
Brooklyn, vil.*	565	669	18.4
Browntown, vil.	253	291	15.0
Monticello, vil.	870	962	10.6
New Glarus, vil.	1,454	1,624	11.7
Brodhead, city	2,515	3,066	21.9
Monroe, city	8,654	9,610	11.0

[t] Official estimates, DOA

*Total — part in adjoining county

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	1,040	% of state	0.76

Valuation per unit, 1978:

$ 38,247	Median county	$ 36,251

Average purchase price, single family home, 1978: [v]

$ 35,871	State average	$ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	178	24,406	0.69
Manufacturing	21	4,836	0.51
Commercial	64	10,855	1.40
Amusement & recreation	2	424	0.36
Hotels, motels, etc.	3	141	0.28

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 375,000; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 353; **Total number of lakes** 5; **Lakes with public access** 3

Total public land designated for recreation use 3,483 acres; **Federal-** 0 acres; **State-** 3,355 acres; **County-** 4 acres; **Other public areas** [y] 124 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 14; **Canoe pick-up services** 1

Swimming [z] 5 areas

Fishing: Sample of fish caught— panfish, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 88 sites

Major hiking trails 23 miles

Bicycling trails 179 miles

Snowmobiling trails open to public use 23 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 1 areas, 7 miles

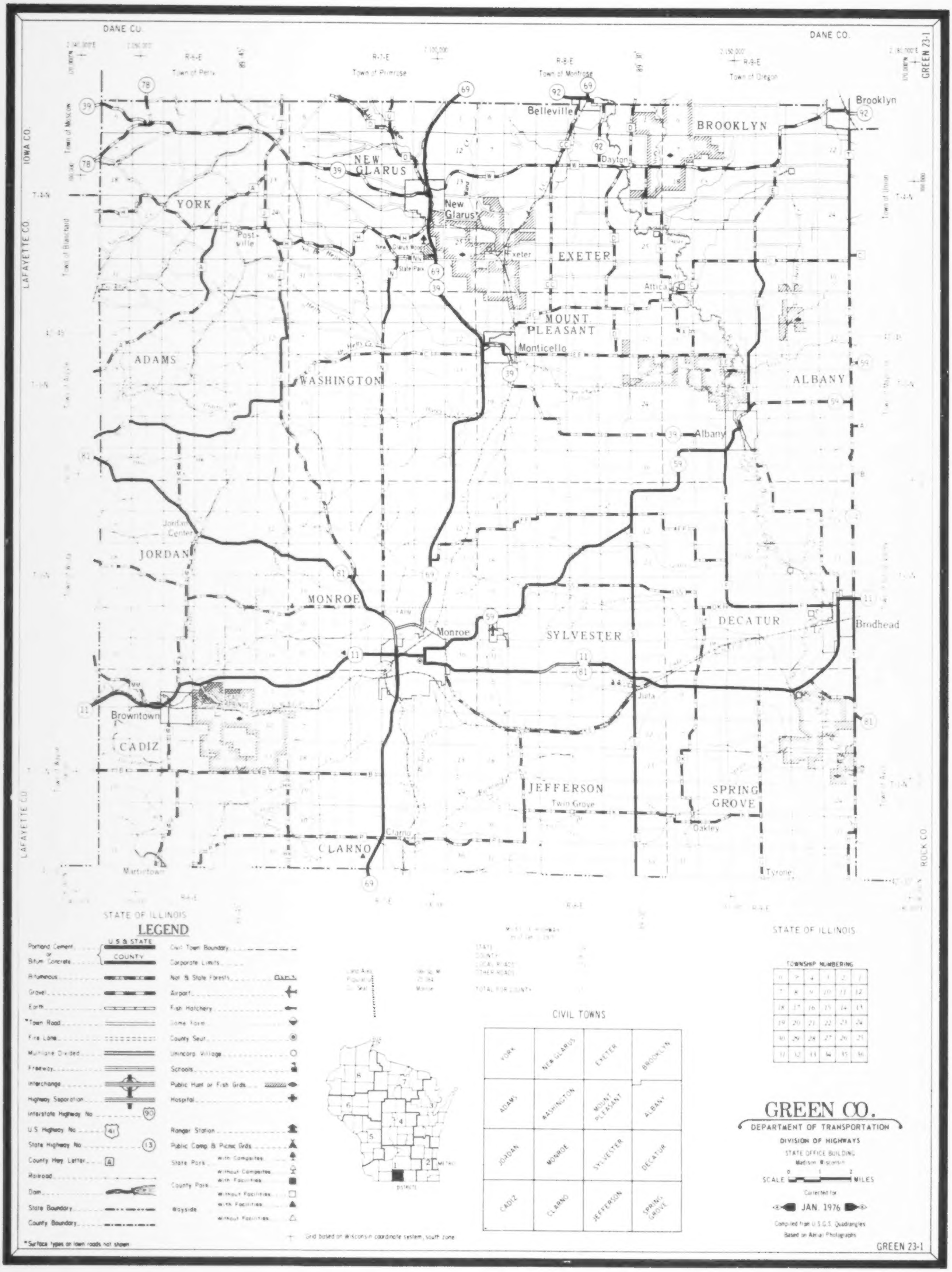
Hunting 3,406 acres

OF SPECIAL INTEREST Abraham's Woods, Chalet of the Golden Fleece, New Glarus, Swiss Museum Village, Woods and Roadside Park

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


DANE CO.
IOWA CO.
LAFAYETTE CO.
ROCK CO.
STATE OF ILLINOIS
Town of Perry
Town of Primrose
Town of Montrose
Town of Oregon
Town of Moscow
Town of Blanchard
Town of Union
Town of Magnolia
Town of Avon
YORK
NEW GLARUS
EXETER
BROOKLYN
ADAMS
WASHINGTON
MOUNT PLEASANT
ALBANY
JORDAN
MONROE
SYLVESTER
DECATUR
CADIZ
CLARNO
JEFFERSON
SPRING GROVE
Brooklyn
Belleville
Dayton
New Glarus
Postville
Exeter
Attica
Monticello
Albany
Jordan Center
Monroe
Juda
Brodhead
Browntown
Twin Grove
Oakley
Clarno
Martintown
Tyrone
LEGEND
Portland Cement or Bitum Concrete
U S & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No
U.S. Highway No
State Highway No
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park with Campsites
without Campsites
County Park with Facilities
without Facilities
Wayside with Facilities
without Facilities
*Surface types on town roads not shown
Grid based on Wisconsin coordinate system, south zone
CIVIL TOWNS
TOWNSHIP NUMBERING

GREEN CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS

STATE OFFICE BUILDING
Madison Wisconsin

SCALE 0 1 2 MILES

Corrected for
JAN. 1976

Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs

GREEN 23-1

6

58703

GREEN LAKE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

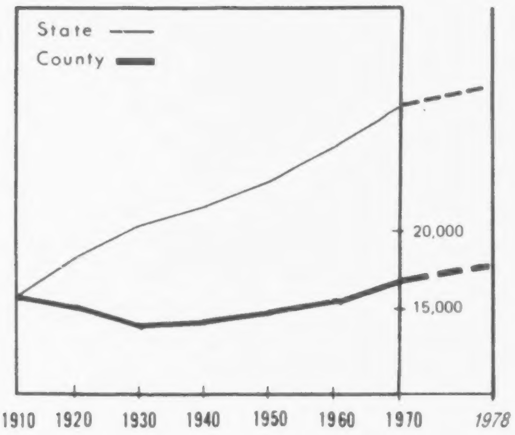
GREEN LAKE

Many people know about the state's deepest lake, and where it is, but it is safe to say that few realize how much industry the county has, or how good much of its farm land is. Lots of vegetables are grown. Nothing special has happened to generate much economic or population growth recently. Incomes are quite high.

POPULATION

1978 population [a]	17,601	% of state	0.38
1970 population [b]	16,878	% of state	0.38
1970-78 change (%)	4.3	State change	5.3 %
Net migration, 1960-70	548 in		
Density, 1978	49.6 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	2,837	2,707	34	37	31	34
18-44	2,487	2,447	30	33	29	34
45-64	1,853	2,042	22	20	24	20
65 & over	1,165	1,340	14	10	16	12
Total	8,342	8,536	100%		100%	

Median age 33.3; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,630; State $ 10,068

Income Groups:	County %	State %
Under $4,000	15	13
$10,000 & over	38	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 122,114; % of state 0.38

Per capita $ 6.902; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 30,319
Farm	$ 14,480
Retail trade	$ 8,709

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	6,788	$ 186	463
Major Groups:			
Construction	523	$ 275	68
Manufacturing	3,234	$ 202	50
Transp., Util.	267	$ 303	19
Wholesale trade	146	$ 217	23
Retail trade	1,121	$ 113	152
Finance, Ins., etc.	119	$ 176	29
Services	598	$ 113	84
Government	712	$ 188	27

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,058	950	10.8	4.9
Nonfarm Proprietors	773	860	9.8	6.2
Wage & Salary Employment (major groups):				
Farm	206	244	2.8	2.1
Construction	417	465	5.3	3.4
Manufacturing	2,211	2,616	29.8	24.9
Transp., Util.	180	228	2.6	3.9
Wholesale trade	39	128	1.5	4.1
Retail trade	990	1,134	12.9	14.8
Finance, Ins., etc.	91	119	1.4	3.8
Services	846	948	10.8	15.9
Government	969	999	11.4	15.5
Total (Employment)	7,834	8,767	—	—

---

[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	810	167,000
1977	830	169,000

% of land in farms, 1978	74	State 54%
Avg. size of farms, 1978	206 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	121 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,104	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 35,735	State avg. $ 32,493
Total ($1,000's)	$ 29,660	% of state 0.9

Major Groups	($1,000's)	% of State
Dairy products	$ 15,204	0.8
Meat animals	$ 6,009	1.2
Poultry & eggs	$ 475	0.4
Field crops	$ 3,645	1.3
All vegetables	$ 3,028	2.0
Specialty crops	$ 280	0.2

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 23,100

% of land area 12 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		2
Other softwoods	1,485	3,191	0
Oak	7,260	27,318	27
Maple (hard)	1,462	4,352	0
Aspen	1,422	1,485	0
Other hardwoods	9,014	22,448	0

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Sand & gravel, stone

Value of product $ 1,530,000	% of state 1.13
Employment covered by U.C., 1977 (an avg.)[l]	
County 56	State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	241	1972	257
Sales ($1,000's): 1977	$ 69,029	% of state	0.46
1972	$ 47,533	% of state	0.51
Sales per capita, 1977: Co.	$ 3,954	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ W	—
Foods	$ W	—
Automotive	$ 20,487	0.66
Gas stations	$ 3,182	0.25
Apparel	$ 3,095	0.55
Furnit., house equip.	$ 1,767	0.26
Eating & drinking places	$ 5,793	0.38
Drug stores	$ 1,040	0.27
Miscellaneous	$ 3,080	0.20

WHOLESALE TRADE

No. of establishments: 1977 33		1972 43
Sales ($1,000's): 1977	$ 28,447	% of state 0.14
1972	$ 19,870	% of state 0.18

SERVICE INDUSTRIES

No. of establishments: 1977 165		
Total receipts, 1977 ($1,000's)	$ 6,722	% of state 0.27
Hotel, motels, recreation camps		
No. of establishments: 1977	23	1972 31
Receipts: ($1,000's) 1977	$ 1,938	% of state 0.70
1972	$ 1,074	% of state 0.62
Amusements, recreation services		
No. of establishments: 1977	15	1972 15
Receipts: ($1,000's) 1977	$ 1,037	% of state 0.38
1972	$ 371	% of state 0.21

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[m] U.S., Bureau of the Census

GREEN LAKE COUNTY - A DESCRIPTION

Green Lake County takes its name from the deepest lake in Wisconsin. The lake has been popular as a vacation center for over a century. The county lies in the southeastern part of central Wisconsin. The southern border is about 75 airline miles north of the Illinois-Wisconsin boundary, and the eastern border is about 55 miles west of Lake Michigan. Surface features are largely the result of glaciation: low, morainic hills, lakes and swamps. Much of the land is quite productive.

Population increased by 9.5 percent during the 1960's, reaching 16,878, just a few hundred above the earlier high established in 1900. The current estimate on p. 1 shows moderate growth since 1970. Population density of 50 persons per square mile, while far below the average Wisconsin figure, is nevertheless higher than one finds in a typical agricultural county, indicating the growing importance of manufacturing and service industries.

Green Lake County, in comparison with the state as a whole, tends to have an older population. The county has fewer people proportionately in the under 18 and 18-44 groups, and more in the 45-64, and 65 and older groups. During the 1950's 736 more persons moved out of the county than moved in, but net in-migration of some 550 persons was recorded in the 1960's. The current estimate on page 1 does not imply continuing in-migration of any consequence.

With about .38 percent of the state's population, the county had, in 1977, .38 percent of its personal income. (Incomes appear to have made a big gain relative to the state since 1970. Of course these are estimates.) Retail sales are far higher than the state average. The county had .46 percent of the state's retail sales in 1977—but a smaller percentage than in 1972. The spending of summer cottage owners and tourist-vacationers swells retail sales. They are not represented in the population census, but on cash register tapes.

As is the case generally throughout the United States, the number of farms has been decreasing. This situation seems to be stabilizing. Average sales per farm are ahead of the state average. Milk is the most important source of farm income. Meat animals are an important element in the farm economy. The county ranks high in the production of sweet corn and peas for processing. There are lots of canneries in this part of the state.

Originally the county was not extensively forested. Today perhaps 12 percent of the land area is in woodlands. Leading species are oak, elm, and maple. The principal minerals produced are sand and gravel, and molding sand.

Green Lake County has for some years made relative gains in manufacturing over the rest of the state. Jobs about doubled during the last decade, and peaked at about 2,700 before the 1974-75 recession. Most growth was in existing firms. Evidently jobs were about the same in 1979.

The products made by the county's factories are noticeably diverse. Apparel and leather goods are much stronger here than in most Wisconsin counties. Other groups, such as foods and foundry products, are major parts of the industrial base.

The upper Fox River, which flows through Green Lake County, was an important transportation route for the French and Indians, and later for Americans, between Green Bay and the Mississippi River. The first entry of government land was made in 1835. Since there were no extensive forests, the first economic development was farming. Large amounts of granite were quarried in the post-Civil War era. The upper Fox was for a time used in commercial navigation through a series of locks and dams. River traffic today consists of pleasure craft.

Distances are not great to the Fox River Valley industrial district, or the lakeshore complex. The Chicago & North Western mainline tracks cut across the southwestern tip of the county. Future rail service to the major communities is uncertain at this time (early 1980). Scheduled flights are available at the Oshkosh airport.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	51	43	42
Employees (1,000's)	2.3	2.0	2.1
% of state	0.42	0.40	0.41
Total payroll ($ millions)	$ 22.1	$ 13.2	$ 11.0
% of state	0.30	0.28	0.31
Avg. earnings/hr., prod. workers	$ 4.24	$ 3.06	$ 2.28
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 52.5	$ 29.3	$ 23.4
% of state	0.31	0.43	0.33
New mfg. capital expenditures ($ millions)	$ 2.9	$ 1.7	$ 1.3
% of state	0.24	0.32	0.26
Value of shipments ($ millions)	$ 98.6	$ 52.5	$ 45.4
% of state	0.25	0.25	0.29

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	5	2	1	0	0
Textiles, apparel, leather	3	2	1	1	1
Wood products, furniture	0	0	0	0	0
Paper, paper prods.	1	0	0	0	0
Chemicals, petrol., rubber & plastics	3	0	1	0	0
Metalworking, mach., transport. equip.	9	2	0	1	1
Printing & publishing	7	0	0	0	0
All other types	1	1	1	0	1

Factory jobs per 1,000 population, June, 1978

County 160 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Perfex Cast Metals Div. (McQuay-Perfex)	Berlin	Gray iron ductile castings	750-799
Del Monte Corp.	Markesan	Canned vegetables (seasonal)	450-499
Medalist Industries, Inc.	Berlin	Knit athletic uniforms, etc.	250-299
Realist, Inc.	Berlin	Optical equipment, viewers, etc.	200-249
Fall River Canning Co.	Markesan	Canned vegetables (seasonal)	150-199
Precision Metalsmiths, Inc.	Markesan	Investment castings	100-149
Fabriko Inc.	Green Lake	Advertising specialties	100-149
Berlin Glove Co.	Berlin	Gloves, deerskin garments, etc.	100-149
Green Lake Ready Mix Co.	Green Lake	Ready-mixed concrete	70-99
Lake States Footwear, Inc.	Berlin	House slippers (hard-soled)	70-99

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Berlin Hospital Ass'n	Berlin	Hospital	250-299
Heidel House Enterprises, Inc.	Green Lake	Eating and drinking place	100-149
Wisconsin Power & Light Co.	Berlin	Utility	70-99
Mid-State Metal Building Co.	Kingston	Construction	70-99
Mascoutin Country Club	Berlin	Sports, recreation club	40-69

MANUFACTURING — ANALYSIS

For its size, this county has a remarkably large number of factory jobs. Though heavily industrialized, only its largest plant and a smaller one (above) are in heavy industry. There is a great variety. Some small plants specialize in leather products. Lots of vegetables are canned in this area.

The latest job report available (March 1979) showed 2,726 jobs. (This is not canning season.) This is high compared with a decade ago, but not quite up to June 1974 (pre-recession) levels. For the moment, plant expansions are minor.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 5,829	% of state	0.39
Per capita [r]	$ 334	State avg. $	320
Full value rate [s]	$ 18.01	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 355	% of state	0.48
Per capita [r]	$ 20,300	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 14,140	% of state	0.40

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 3,545	0.32
Corporate income	$ 920	0.35
Sales and use	$ 2,539	0.36

State Shared Taxes	($1,000's)	% of state
Total	$ 943	0.31
State Aids		
Payment to school districts	$ 1,330	0.21
Health & social services (co. govt. only)	$ 1,107	0.26
Transportation	$ 634	0.52

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Kingston, vil.	343	341	-0.6
Marquette, vil.	161	166	3.1
Berlin, city*	5,338	5,286	-1.0

	1970	1978 [t]	% Change 1970-78
Green Lake, city	1,109	1,158	4.4
Markesan, city	1,285	1,408	9.6
Princeton, city	1,509	1,446	-7.3

*Total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	511	% of state	0.37

Valuation per unit, 1978:

$ 37,512	Median county	$ 36,251

Average purchase price, single family home, 1978: [v]

$ 33,189	State average	$ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	111	13,483	0.38
Manufacturing	38	6,544	0.69
Commercial	17	1,373	0.18
Amusement & recreation	5	596	0.50
Hotels, motels, etc.	4	316	0.64

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 241,900; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 17,373; Total number of lakes 36; Lakes with public access 11

Total public land designated for recreation use 16,602 acres: Federal- 0 acres; State- 16,012 acres; County- 264 acres; Other public areas [y] 326 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 27; Canoe pick-up services 0

Swimming [z] 11 areas

Fishing: Sample of fish caught— panfish, trout, bass, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 3 eighteen hole, 0 nine hole

Camping (developed & primitive) [z] 786 sites

Major hiking trails 0 miles

Bicycling trails 10 miles

Snowmobiling trails open to public use 14 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 1 areas, 22 miles

Hunting 17,180 acres

OF SPECIAL INTEREST Dartford Historical Museum, Dodge Park, Green Lake

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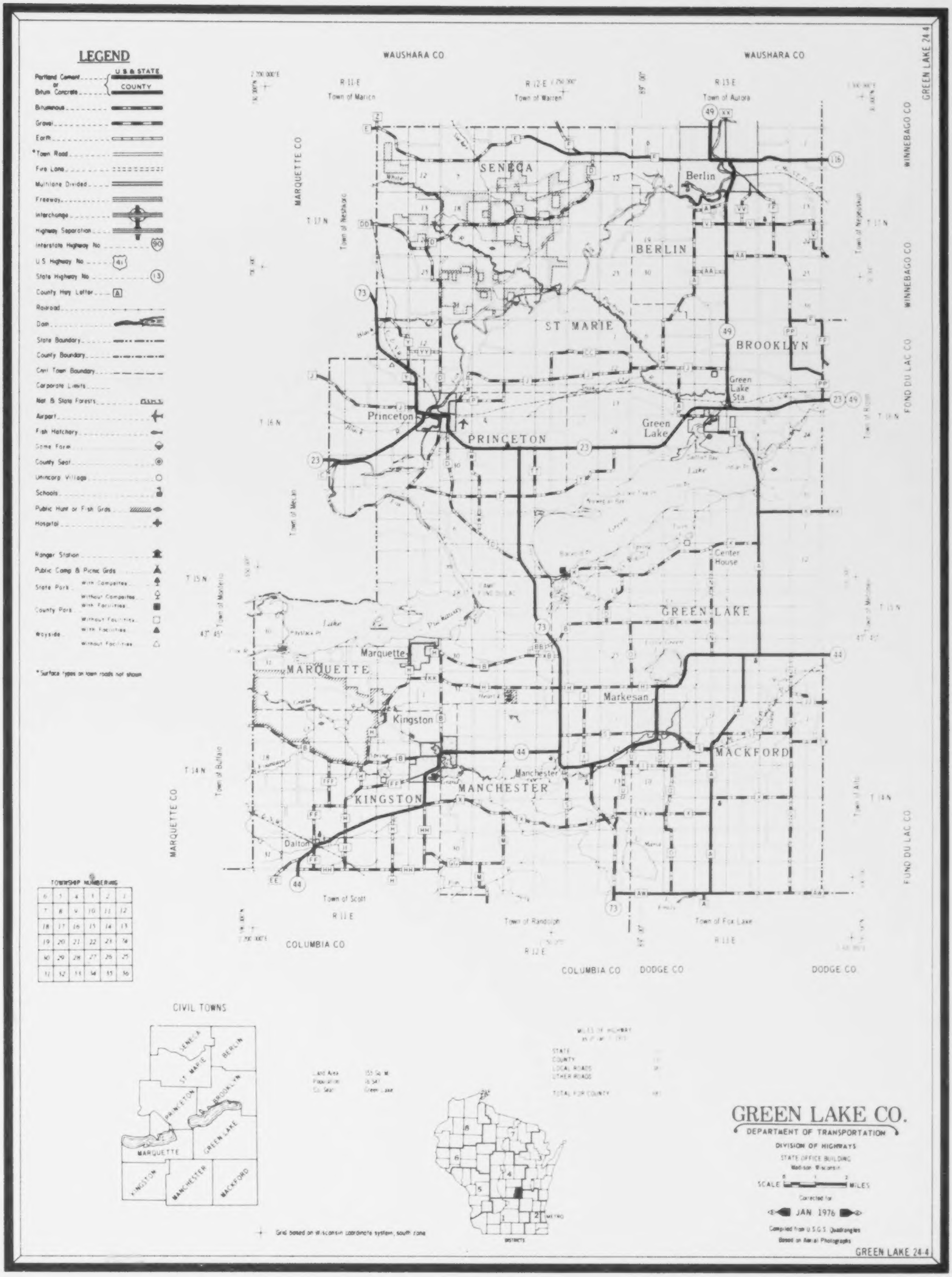
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
County Park
Wayside
*Surface types on town roads not shown
WAUSHARA CO
WAUSHARA CO
MARQUETTE CO
WINNEBAGO CO
FOND DU LAC CO
COLUMBIA CO
DODGE CO
SENECA
BERLIN
ST MARIE
BROOKLYN
PRINCETON
GREEN LAKE
MARQUETTE
KINGSTON
MANCHESTER
MACKFORD
Berlin
Princeton
Green Lake
Green Lake Sta.
Center House
Marquette
Kingston
Markesan
Manchester
Dalton
TOWNSHIP NUMBERING
CIVIL TOWNS
Land Area
Population
Co. Seat Green Lake
MILES OF HIGHWAY
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY
Grid based on Wisconsin coordinate system, south zone
DISTRICTS
METRO
GREEN LAKE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
GREEN LAKE 24-4

S 8703

IOWA COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

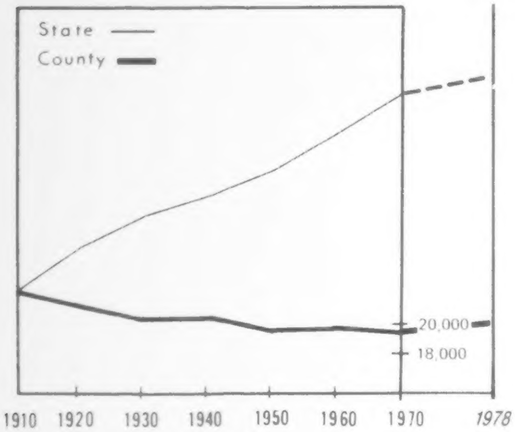
IOWA

This is a good farming area, with lots of people who commute to jobs in Madison. It has very little industry. Tourists enjoy the scenery and the remnants of earlier lead-mining days.

POPULATION

1978 population [a]	19,910	% of state	0.43
1970 population [b]	19,306	% of state	0.44
1970-78 change (%)	3.1	State change	5.3 %
Net migration, 1960-70	2,030 out-		
Density, 1978	26.2 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	3,902	3,771	40	37	39	34
18-44	2,684	2,682	28	33	28	34
45-64	1,930	1,864	20	20	19	20
65 & over	1,118	1,355	12	10	14	12
Total	9,634	9,672	100%		100%	

Median age 27.1; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,547; State $ 10,068

Income Groups:	County %	State %
Under $4,000	19	13
$10,000 & over	40	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $109,041; % of state 0.34

Per capita $ 5,668; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 26,065
Govn't: state & local	$ 8,274
Services	$ 7,242

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[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,181	$ 166	416
Major Groups:			
Construction	329	$ 267	57
Manufacturing	588	$ 156	28
Transp., Util.	377	$ 297	24
Wholesale trade	361	$ 179	51
Retail trade	837	$ 99	130
Finance, Ins., etc.	179	$ 163	20
Services	603	$ 134	63
Government	828	$ 157	35

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,898	1,719	20.9	4.9
Nonfarm Proprietors	768	862	10.5	6.2
Wage & Salary Employment (major groups):				
Farm	580	843	10.2	2.1
Construction	157	205	2.5	3.4
Manufacturing	254	381	4.6	24.9
Transp., Util.	425	371	4.5	3.9
Wholesale trade	84	369	4.5	4.1
Retail trade	1,006	864	10.5	14.8
Finance, Ins., etc.	130	181	2.2	3.8
Services	705	1,069	13.0	15.9
Government	1,280	1,300	15.8	15.5
Total (Employment)	7,365	8,237	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,610	422,800
1977	1,620	423,000

% of land in farms, 1978	87	State 54 %
Avg. size of farms, 1978	263 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	140 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 749	State avg. $ 737
CASH RECEIPTS, 1977		
Avg. per farm	$ 37,705	State avg. $ 32,493
Total ($1,000's)	$ 61,082	% of state 1.9

Major Groups	($1,000's)	% of State
Dairy products	$ 37,915	2.0
Meat animals	$ 15,922	3.2
Poultry & eggs	$ 843	0.7
Field crops	$ 4,163	1.4
All vegetables	$ 1,407	0.8
Specialty crops	$ 621	0.5

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 123,900

% of land area 25 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		0
Other softwoods	5,017	2,860	0
Oak	40,519	134,280	239
Maple (hard)	3,982	12,280	53
Aspen	10,080	16,357	2
Other hardwoods	31,047	65,639	102

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Stone

Value of product $645,000 % of state 0.48

Employment covered by U.C., 1977 (an avg.) [l]

County 37 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*.

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	234	1972	254
Sales ($1,000's): 1977	$ 44,101	% of state	0.29
1972	$ 28,737	% of state	0.31
Sales per capita, 1977: Co.	$ 2,241	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ W	—
Foods	$11,001	0.36
Automotive	$11,466	0.36
Gas stations	$ 4,228	0.34
Apparel	$ 1,097	0.20
Furnit., house equip.	$ 2,613	0.38
Eating & drinking places	$ 5,085	0.34
Drug stores	$ 775	0.20
Miscellaneous	$ 2,914	0.20

WHOLESALE TRADE

No. of establishments: 1977	52	1972	64
Sales ($1,000's): 1977	$ 76,075	% of state	0.39
1972	$ 38,493	% of state	0.36

SERVICE INDUSTRIES

No. of establishments: 1977	152		
Total receipts, 1977 ($1,000's)	$ 4,433	% of state	0.16
Hotel, motels, recreation camps			
No. of establishments: 1977	6	1972	11
Receipts: ($1,000's) 1977	$ W	% of state	—
1972	$ 566	% of state	0.33
Amusements, recreation services			
No. of establishments: 1977	18	1972	14
Receipts: ($1,000's) 1977	$ 644	% of state	0.24
1972	$ 438	% of state	0.25

[m] U.S., Bureau of the Census

IOWA COUNTY - A DESCRIPTION

Iowa County, rich agriculturally, lies in a scenic area of southern Wisconsin. The degree of industrialization is very light, and almost all of the manufacturing was until recently related to the processing of farm products. Agriculture is by far the largest employer of labor.

This is a region of villages and small cities. Population density is only 26 persons per square mile, compared with a statewide average of 85. Following a long decline, population during the 1950-60 period remained virtually unchanged at just under 20,000. The natural increase was lost through out-migration. Some 2,850 more persons moved out of the county than moved in during the 1950's. During the sixties a small population loss was recorded, and net out-migration exceeded 2,000. The current estimate on page 1 shows little change since 1970. Federal demographers are showing a loss of 100 people between 1970 and 1977. In view of the heavy commuting to Madison, one might have expected some growth. Also, factory jobs, after a severe decline in the 1974-75 period, are up considerably.

About 21 percent of the jobs within the county are accounted for by farm proprietors and more than 10 percent by farm laborers. The fertility of the soil and the length of the growing season are reflected in the sales per farm, which in 1977 averaged $38,000 against $32,000 for the state. Dairying, while important, is less so, relatively, than in many Wisconsin counties, since Iowa County lies within the northern limits of the corn belt and produces substantial numbers of swine and beef cattle. Cash cropping seems to be increasing.

The northern boundary of Iowa County is the Wisconsin River, once an important transportation route, and today used by pleasure boaters. The city of Mineral Point was an important lead-mining center two decades before Wisconsin was admitted to statehood. Highway 18 crosses the county east to west, following the Military Ridge, the location of an early military road. Ridges, valleys, and extensive uplands are typical of this region.

Some 25 percent of the land area is in woodlands, principally hardwoods such as red oak, white oak, and hickory.

Median family income trails the state average. With .43 percent of Wisconsin's population, the county had only .34 percent of the state's personal income in 1977. Compared with other rural sections of the state, the income picture is much more favorable. The retail trade sector is rather small, and trends appear to be weak. Some shopping is done in neighboring Dane County (Madison), where stores are larger. The wholesale trade sector, on the other hand, seems to be gaining.

The principal mineral products of Iowa County are crushed limestone and sand and gravel. Large amounts of lead and zinc ores are available in Iowa County and in the region. Some deposits have been worked in times of strong demand.

Iowa County is about the least industrialized county in Wisconsin, for its population size. Manufacturing activity, once almost totally concerned with processing agricultural products and timber, now includes several unrelated products. At present, several hundred residents commute to factory jobs outside the county.

The early settlers came to Iowa Conty to mine lead. The first permanent white settlement dates from 1827. By 1829 numerous mines were operating around Dodgeville, Mineral Point, and Barneveld. Cornish miners added a great deal of skill in stone masonry, and some interesting structures remain to be seen, especially at Mineral Point.

The county takes its name from a tribe of Indians who lived in the locality. The population peak (24,544) was reached in 1870. Since then, the trend generally has been down, except in 1930-40, and stationary in the 1950-60 period. It is hard to explain why a county so close to Madison could lose population during the 1960's, and evidently just hold its own in the 1970's.

As this is being written (early 1980), the future for rail service is uncertain. Readers concerned with this matter will want to get current information. Scheduled flights are available at Madison.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	30	35
Employees (1,000's)	NA	4	3
% of state	—	0.08	0.06
Total payroll ($ millions)	$ NA	$ 2.6	$ 1.3
% of state	—	0.06	0.04
Avg. earnings/hr., prod. workers	$ NA	$ 3.17	$ 1.83
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 7.7	$ 3.9
% of state	—	0.08	0.06
New mfg. capital expenditures ($ millions)	$ NA	$ 7	$ NA
% of state	—	0.13	—
Value of shipments ($ millions)	$ NA	$ 17.5	$ 8.6
% of state	—	0.08	0.06

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	20	2	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	2	1	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	0	2	0	1	0
Printing & publishing	1	0	0	0	0
All other types	3	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 25 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Oconomowoc Canning Co.	Cobb	Canned vegetables (seasonal)	150-199
Nelson Industries, Inc.	Mineral Point	Mufflers	100-149
Universal Foods Corp.	Dodgeville	Cheese	50-99
Sokol Crystal Products Inc.	Mineral Point	Crystals (electronic components)	30-39
Walnut Hollow Farm Inc.	Dodgeville	Wood plaques, gifts	30-39
Silicon Sensors, Inc.	Dodgeville	Solar cells, semiconductors	20-29
Gates Forest Products Inc.	Arena	Wood products	20-29
Meixelsperger	Mineral Point	Cheese	10-19
Dodgeville Chronicle	Dodgeville	Newspaper	10-19
Farmers Pride Cheese Inc.	Arena	Cheese	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Memorial Hospital	Dodgeville	Hospital	150-199
Wisconsin Power & Light Co.	Mineral Point	Utility	100-149
Don Q Inn Inc.	Dodgeville	Eating and drinking place	70-99
General Telephone Co.	Dodgeville	Utility	50-69
Dodgeland Harvestors Inc.	Dodgeville	Construction	50-69

MANUFACTURING — ANALYSIS

This is truly about the least industrialized of Wisconsin's counties, but figures for the last couple of years show a striking recovery from a job level around 205 in June 1975. The June 1972 figure was 498, but an electronics firm that caused this high figure closed. A couple of smaller firms, in electronics, have made some strides. Nelson Industries has expanded, and perhaps the county is moving ahead in jobs like the others in southwestern Wisconsin.

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[n] U.S. Bureau of Census, *Census of Manufacturers*
[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)
[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 7,070	% of state	0.48
Per capita [r]	$ 359	State avg.	$ 320
Full value rate [s]	$ 19.27	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 403	% of state	0.55
Per capita [r]	$ 20,500	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,413	% of state	0.07

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 3,098	0.28
Corporate income	$ 586	0.22
Sales and use	$ 2,618	0.37

State Shared Taxes	($1,000's)	% of state
Total	$ 1,211	0.40
State Aids		
Payment to school districts	$ 3,490	0.55
Health & social services (co. govt. only)	$ 1,190	0.28
Transportation	$ 1,017	0.84

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Arena, vil.	377	437	15.9
Avoca, vil.	421	454	7.8
Barneveld, vil.	528	590	11.7
Cobb, vil.	410	425	-4.8
Highland, vil.	785	747	12.9
Hollandale, vil.	256	289	-7.1
Linden, vil.	408	379	-7.1
Rewey, vil.	232	236	1.7
Ridgeway, vil.	463	503	8.6
Dodgeville, city	3,255	3,384	4.0
Mineral Point, city	2,305	2,363	2.5

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	342	% of state	0.25

Valuation per unit, 1978:

$ 33,676	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 28,629	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	95	10,101	0.28
Manufacturing	5	2,167	0.23
Commercial	29	1,826	0.25
Amusement & recreation	7	1,375	1.16
Hotels, motels, etc.	4	143	0.29

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 491,500; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 654; Total number of lakes 15; Lakes with public access 11

Total public land designated for recreation use 12,387 acres: Federal- 0 acres; State- 11,829 acres; County- 120 acres; Other public areas [y] 438 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 16; Canoe pick-up services 2

Swimming [z] 8 areas

Fishing: Sample of fish caught— panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 399 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 20 miles

Downhill skiing [z] 2 areas, 16 runs

Cross country skiing [z] 3 areas, 25 miles

Hunting 5,954 acres

OF SPECIAL INTEREST Blue Mound State Park, Governor Dodge State Park, Mineral Point Historic District, Wisconsin River Water Trail

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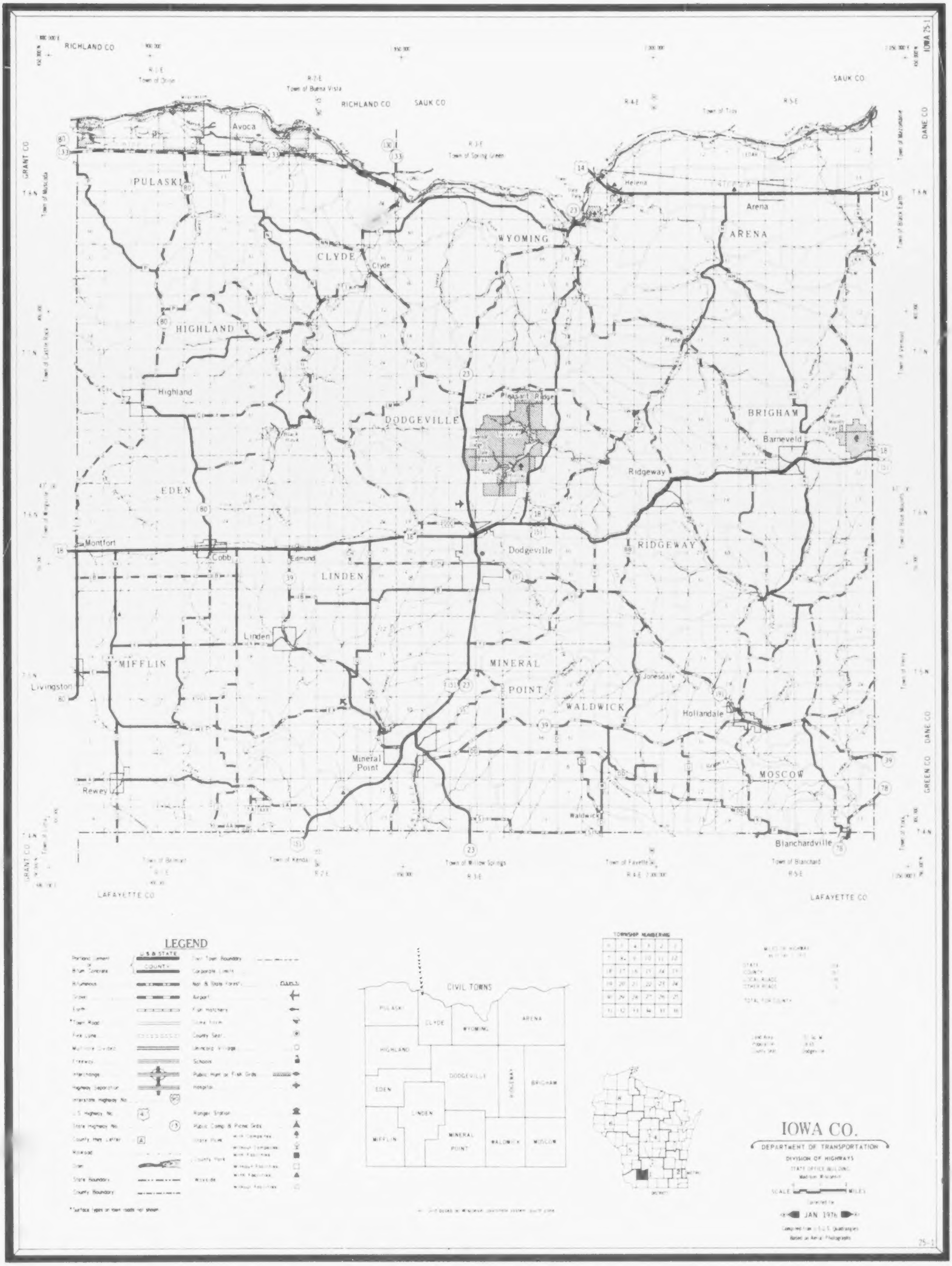
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


IOWA CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
MILES
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
25-1
IOWA 25-1
LEGEND
CIVIL TOWNS
TOWNSHIP NUMBERING
RICHLAND CO
SAUK CO
GRANT CO
DANE CO
GREEN CO
LAFAYETTE CO
PULASKI
CLYDE
WYOMING
ARENA
HIGHLAND
DODGEVILLE
BRIGHAM
EDEN
RIDGEWAY
LINDEN
MIFFLIN
MINERAL POINT
WALDWICK
MOSCOW
Avoca
Helena
Arena
Clyde
Hyde
Highland
Pleasant Ridge
Barneveld
Ridgeway
Montfort
Cobb
Edmund
Dodgeville
Linden
Livingston
Jonesdale
Hollandale
Mineral Point
Rewey
Waldwick
Blanchardville
Town of Spring Green
Town of Buena Vista
Town of Troy
Town of Belmont
Town of Kendall
Town of Willow Springs
Town of Fayette
Town of Blanchard
R.1 E.
R.2 E.
R.3 E.
R.4 E.
R.5 E.
T.8 N.
T.7 N.
T.6 N.
T.5 N.
T.4 N.
14
18
151
23
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133
191
78
81

58703 [illegible]

IRON COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

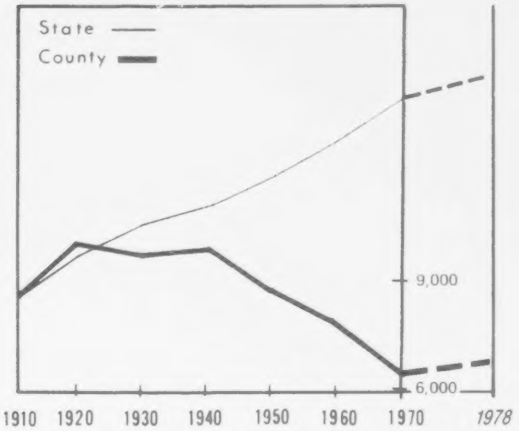
IRON

Closing of the iron mines was one factor in the severe population decline since 1940, but the job base has grown in the 1970's, and some population growth is indicated. Expansion of the manufactured homes industry is the reason for recent job growth. Recreational assets are a factor in population gains now.

POPULATION

1978 population [a] 6,731 % of state 0.14
1970 population [b] 6,533 % of state 0.15
1970-78 change (%) 3.0 State change 5.3 %
Net migration, 1960-70 1,179 out-
Density, 1978 9.0 per sq. mi.; State average 85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	1,009	932	31	37	29	34
18-44	777	822	24	33	25	34
45-64	899	917	27	20	28	20
65 & over	584	593	18	10	18	12
Total	3,269	3,264	100%		100%	

Median age 41.1; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 6,860; State $ 10,068

Income Groups:	County %	State %
Under $4,000	23	13
$10,000 & over	23	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $ 33,224; % of state 0.10
Per capita $ 4,971; State average $ 6,864
Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 5,663
Govn't: state & local	$ 3,045
Retail trade	$ 2,586

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	1,687	$ 140	187
Major Groups:			
Construction	85	$ 211	23
Manufacturing	582	$ 175	17
Transp., Util.	6	$ 917	3
Wholesale trade	26	$ 160	7
Retail trade	415	$ 77	73
Finance, Ins., etc.	58	$ 113	14
Services	169	$ 98	29
Government	330	$ 154	18

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	67	51	2.2	4.9
Nonfarm Proprietors	291	305	12.9	6.2
Wage & Salary Employment (major groups):				
Farm	28	29	1.2	2.1
Construction	38	56	2.4	3.4
Manufacturing	233	588	24.9	24.9
Transp., Util.	34	39	1.7	3.9
Wholesale trade	20	24	1.0	4.1
Retail trade	363	392	16.6	14.8
Finance, Ins., etc.	30	68	2.9	3.8
Services	202	307	13.0	15.9
Government	481	500	21.2	15.5
Total (Employment)	1,787	2,361	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	70	15,500
1977	70	16,000

% of land in farms, 1978	3	State 54%
Avg. size of farms, 1978	221 ac	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	108 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 451	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 19,828	State avg. $ 32,493
Total ($1,000's)	$ 1,388	% of state 0.04

Major Groups	($1,000's)	% of State
Dairy products	$ 659	0.03
Meat animals	$ 140	0.03
Poultry & eggs	$ 12	0.01
Field crops	$ 38	0.01
All vegetables	$ 178	0.1
Specialty crops	$ 72	0.06

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 389,500

% of land area 81 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	11,913	52,006	88
Other softwoods	45,772	99,799	379
Oak	19,118	35,623	59
Maple (hard)	34,578	54,409	311
Aspen	63,777	74,280	5,568
Other hardwoods	115,285	166,359	816

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Sand & gravel

Value of product $ 111,000 ('76) % of state 0.08

Employment covered by U.C., 1977 (an avg.) [l]

County 1 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	126	1972	151
Sales ($1,000's): 1977	$ 15,987	% of state	0.11
1972	$ 10,868	% of state	0.12
Sales per capita, 1977: Co.	$ 2,355	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 2,034	0.21
Gen. merchandise	$ W	—
Foods	$ W	—
Automotive	$ W	—
Gas stations	$ W	—
Apparel	$ W	—
Furnit., house equip.	$ W	—
Eating & drinking places	$ 3,409	0.22
Drug stores	$ W	—
Miscellaneous	$ 2,077	0.13

WHOLESALE TRADE

No. of establishments: 1977 12 1972 12

Sales ($1,000's): 1977 $ W % of state —

1972 $ 4,367 % of state 0.04

SERVICE INDUSTRIES

No. of establishments: 1977 84

Total receipts, 1977 ($1,000's) $ W % of state —

Hotel, motels, recreation camps

No. of establishments: 1977 34 1972 38

Receipts: ($1,000's) 1977 $ 1,273 % of state 0.46

1972 $ 702 % of state 0.41

Amusements, recreation services

No. of establishments: 1977 9 1972 6

Receipts: ($1,000's) 1977 $ 915 % of state 0.34

1972 $ 486 % of state 0.28

[m] U.S., Bureau of the Census

IRON COUNTY - A DESCRIPTION

Rapid population decline in the sixties has been stopped, and has given way to some population growth since 1970. The county's economic base is now showing favorable trends. Earlier shrinkage was the result of closing of iron mines. Almost all of the counties in this region are attracting retirees and even young adults.

Iron County, in the north-central part of Wisconsin, is named for what was seen to be its main natural resource at the time it was organized. The part of the Gogebic Range that extends into Wisconsin from the Upper Peninsula of Michigan is usually called the Penokee Range. This formation, a remnant of ancient mountain ranges, is iron-bearing. Excitement and speculative fever ran high in the region when mining began in the 1880's. The last two mines to operate, the Cary and the Montreal, both underground mines, were opened in 1886. Hurley had been founded in 1885, and rail shipment to the Ashland harbor began. The mines are now closed.

The Penokee-Gogebic iron range divides the county almost in two, with streams to the north emptying into Lake Superior, while the southern half is the headwater of the Flambeau River. Rivers flowing north drop precipitously into the Lake Superior Lowlands. From higher elevations on the range, about 1,700 feet above sea level, Lake Superior can be seen. The southern half of the county is an area of level to rolling topography, with large sections of swamp and marshland.

The acreage in lakes and flowages (especially the large Flambeau Flowage) is substantial. Yet, the summer resort business is modest compared with that in such centers as Vilas and Oneida counties to the east. Extensive acreages in county and state forests are beginning to be developed for camping and other recreational uses. Winter sports are growing in popularity. The housing data suggest that a fair number of private cottages are being built.

In population, Iron is one of Wisconsin's smallest counties. More than half the people live in the two cities, Hurley and Montreal. A population peak of 10,261 was reached in 1920. The county's population is *substantially* older on the average than is the state's. Outmigration has taken a heavy toll of young adults. Between 1950 and 1960 about 1,400 more persons left Iron County than moved in. The 1960-70 out-migration figure was 1,179. The Wisconsin Department of Administration reports some in-migration now. Remarkably, all the current growth is due to in-migration, because there are more deaths than births.

Farming has undergone rapid shrinkage. In 1940 the Census of Agriculture counted 564 farms, and 47,700 acres in farmland. The current estimate shown is 70 farms, with 15,500 acres. About 3 percent of the county's land is in farms. Dairying is the chief type of farming. Some seed potatoes are grown.

Iron is one of the most extensively forested counties in Wisconsin. Among leading species are aspen, hard maple, spruce, balsam, hemlock, pine and elm. A considerable volume of aspen was cut in 1973.

In 1959, while both the iron mines were operating, the mineral production in the county was valued at $7,000,000. Sand and gravel are available in this glaciated area. Bedrock in the region consists chiefly of quartzite, quartzplate, schist, gneiss, and Huronian iron formation. The county has extensive deposits of low-grade iron ore (taconite) that are being studied for possible development by several of the nation's leading iron and steel companies.

The largest employer at this time makes prefabricated homes. It accounts for much of the recent increase in jobs. There are several small woodworking operations. The makers of instruments and subassemblies are fairly new to the area.

Historically, incomes were noticeably higher in Iron County than they were, generally, in northern Wisconsin because of the wage structure in iron mining. The 1970 census showed rather low family incomes. In 1977 the county obtained .10 percent of state personal income, for .14 percent of the state's residents.

Retail sales in 1977 amounted to .11 percent of all Wisconsin sales. The importance of tourism to the county is indicated by the strength of such kinds of business as eating and drinking places, which handled .22 percent of the state total.

Iron County's foreign-born groups include Canadians, Finns, and Italians. However, the 1905 Census of Wisconsin indicated that native-born persons outnumbered immigrants.

Rail service in Iron County is provided by the Chicago & North Western (Chicago to Ashland line and another to Escanaba, Michigan) and by two lines that are part of the Soo Line system. U.S. highways 2 (east-west) and 51 (north-south) are important industrial and recreational roads. The Ironwood (Michigan) airport has scheduled flights.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	24	21
Employees (1,000's)	NA	.3	.4
% of state	—	0.06	0.08
Total payroll ($ millions)	$ NA	$ 1.3	$ 1.8
% of state	—	0.03	0.05
Avg. earnings/hr., prod. workers	$ NA	$ 2.50	$ 1.83
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 2.0	$ 2.6
% of state	—	0.02	0.04
New mfg. capital expenditures ($ millions)	$ NA	$ .1	$ .1
% of state	—	0.02	0.02
Value of shipments ($ millions)	$ NA	$ 4.5	$ 7.0
% of state	—	0.02	0.05

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	1	0	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	10	0	1	0	1
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	2	1	0	0	0
Printing & publishing	1	0	0	0	0
All other types	1	0	0	1	0

Factory jobs per 1,000 population, June, 1978

County 88 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Tri State Homes Inc.	Mercer	Prefabricated houses	200-249
Simpson Electric Co.	Mercer	Electrical measuring instruments	100-149
Superior American	Hurley	Prefabricated wood buildings	70-99
Astronautics Corp. of America	Hurley	Sub-assemblies (aircraft)	30-39
Saarnio Forest Product Co.	Mercer	Logging	10-19
Northern Land & Logging Co.	Mercer	Logging	10-19
North Star Beverage Co.	Hurley	Softdrinks	10-19
Aircraft Instruments Inc.	Hurley	Aircraft instruments	10-19
Iron County Miner	Hurley	Newspaper	0-9
Campbell Debarking Co., Inc.	Mercer	Logging	0-9

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Brooks Hotels of Wis., Inc.	Hurley	Lodging	50-69
Sky View Nursing Home	Hurley	Nursing home	30-49
Copps Corp.	Hurley	Department store	30-49
Liberty Bell Chalet Inc.	Hurley	Eating and drinking place	30-49
Connie's Supper Club	Hurley	Eating and drinking place	30-49

MANUFACTURING — ANALYSIS

Primarily because of growth of the makers of prefabricated structures, the county made real strides in this decade. The gains seem to have stopped, at least for awhile. Housing market trends might be crucial for some time.

Some of the small plants that came in after the iron mines closed are still active.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 2,277	% of state	0.15
Per capita [r]	$ 335	State avg. $	320
Full value rate [s]	$ 21.98	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 108	% of state	0.15
Per capita [r]	$15,900	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,719	% of state	0.08

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 782	0.07
Corporate income	$ 287	0.11
Sales and use	$ 824	0.12

State Shared Taxes	($1,000's)	% of state
Total	$ 433	0.14
State Aids		
Payment to school districts	$ 958	0.15
Health & social services (co. govt. only)	$ 664	0.15
Transportation	$ 538	0.44

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Hurley, city	2,418	2,180	-9.8
Montreal, city	877	807	-8.0

	1970	1978 [t]	% Change 1970-78
Mercer, town (unincorporated)	1,003	1,453	44.9

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County 258 % of state 0.19

Valuation per unit, 1978:

$ 35,343 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 22,858 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	34	3,392	0.10
Manufacturing	4	588	0.06
Commercial	2	400	0.05
Amusement & recreation	1	50	0.04
Hotels, motels, etc.	1	50	0.10

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 511,360; Great Lakes/Mississippi shoreline 7 miles.

Acreage of named lakes 28,479; Total number of lakes 494; Lakes with public access 77.

Total public land designated for recreation use 214,395 acres: Federal- 0 acres; State- 42,235 acres; County- 171,662 acres; Other public areas [y] 498 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 52; Canoe pick-up services 4

Swimming [z] 11 areas

Fishing: Sample of fish caught— panfish, walleye, muskellunge, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 0 nine hole

Camping (developed & primitive) [z] 222 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 148 miles

Downhill skiing [z] 1 areas, 30 runs

Cross country skiing [z] 5 areas, 158 miles

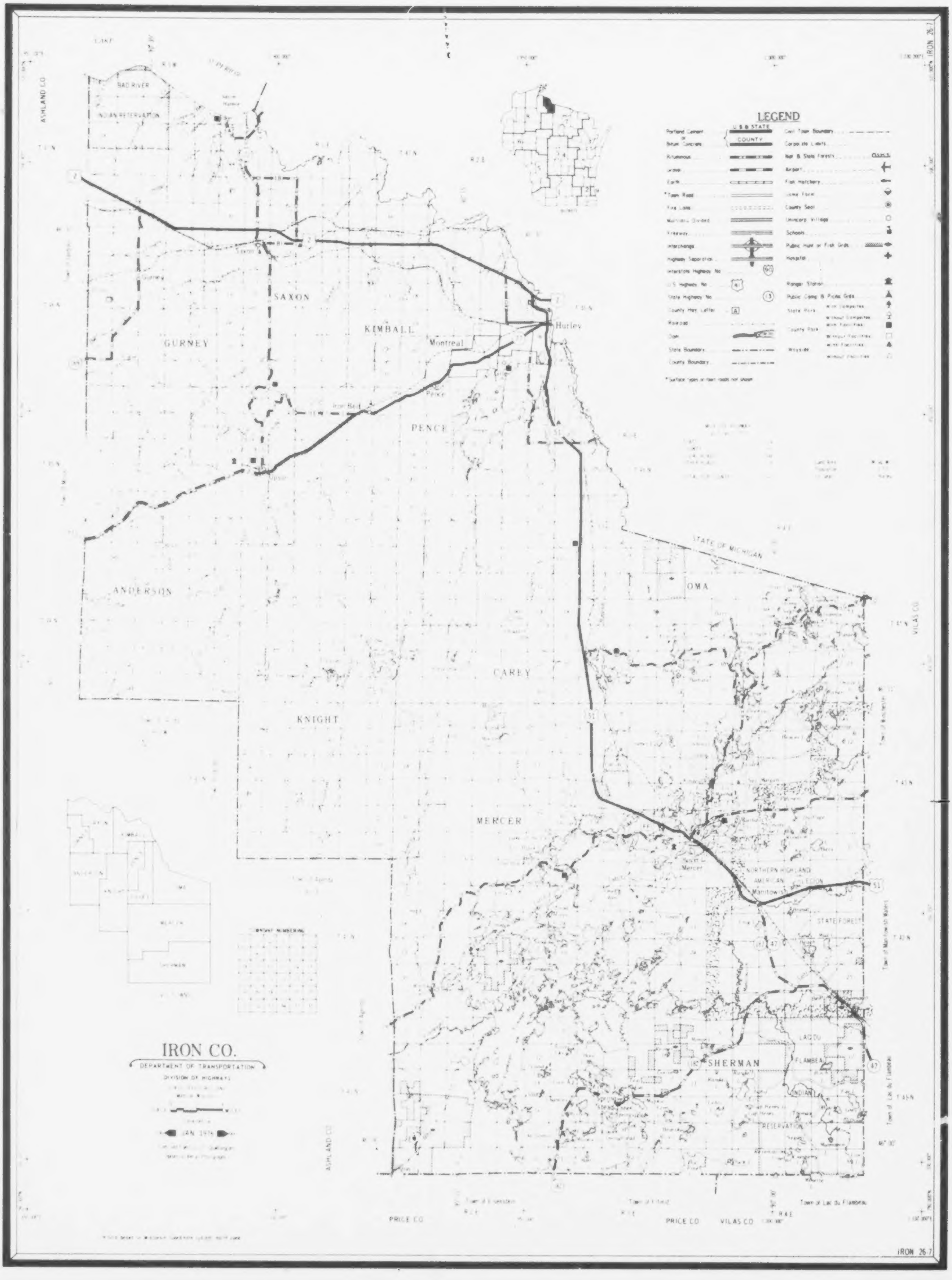
Hunting 290,832 acres

OF SPECIAL INTEREST Flambeau Flowage, Lac du Flambeau Indian Reservation, Lake of the Falls, Northern Highland State Forest, Old Abe War Museum

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.

IRON CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
LEGEND
U S & STATE
COUNTY
Portland Cement or Bitum Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
with Campsites
without Campsites
County Park
with Facilities
without Facilities
Wayside
*Surface types on town roads not shown
BAD RIVER
INDIAN RESERVATION
ASHLAND CO.
SAXON
GURNEY
KIMBALL
Hurley
Montreal
Iron Belt
Pence
PENCE
ANDERSON
KNIGHT
CAREY
MERCER
Mercer
OMA
STATE OF MICHIGAN
VILAS CO.
NORTHERN HIGHLAND
AMERICAN LEGION
STATE FOREST
Manitowish
SHERMAN
LAC DU
FLAMBEAU
INDIAN
RESERVATION
PRICE CO.
PRICE CO.
VILAS CO.
Town of Lac du Flambeau
Town of Manitowish Waters
TOWNSHIP NUMBERING
IRON 26.7
51
47
77
2
13

38703

JACKSON COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

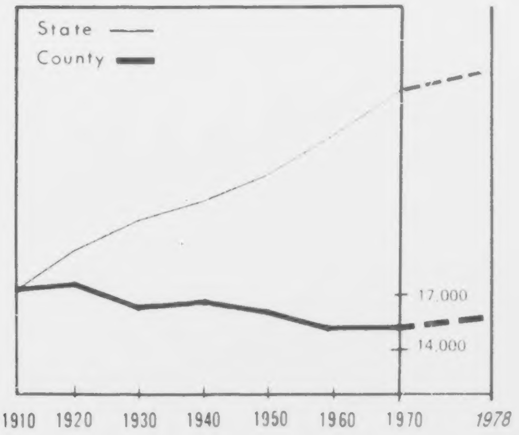
JACKSON

The farm sector generally produces more income than others. A large (regional) construction firm is headquartered in Black River Falls. The taconite plant is still the only one in Wisconsin. The interstate highway should have increasing value to the county.

POPULATION

1978 population [a]	15,868	% of state	0.34
1970 population [b]	15,325	% of state	0.35
1970-78 change (%)	3.5	State change	5.3 %
Net migration, 1960-70	461 out-		
Density, 1978	15.9 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	2,904	2,575	37	37	34	34
18-44	2,057	2,117	26	33	28	34
45-64	1,789	1,757	23	20	23	20
65 & over	1,094	1,032	14	10	15	12
Total	7,844	7,481	100%		100%	

Median age 31.4; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,970; State $ 10,068

Income Groups:	County %	State %
Under $4,000	21	13
$10,000 & over	35	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 90,991; % of state 0.29

Per capita $ 6,027; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 11,746
Construction	$ 9,467
Retail trade	$ 8,542

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,820	$ 175	351
Major Groups:			
Construction	509	$ 369	39
Manufacturing	547	$ 181	21
Transp., Util.	176	$ 239	21
Wholesale trade	143	$ 175	20
Retail trade	1,533	$ 101	132
Finance, Ins., etc.	109	$ 150	21
Services	467	$ 143	51
Government	973	$ 130	36

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,253	1,159	15.7	4.9
Nonfarm Proprietors	545	588	8.0	6.2
Wage & Salary Employment (major groups):				
Farm	439	530	7.2	2.1
Construction	275	435	5.9	3.4
Manufacturing	450	557	7.6	24.9
Transp., Util.	88	188	2.6	3.9
Wholesale trade	100	147	2.0	4.1
Retail trade	985	1,331	18.1	14.8
Finance, Ins., etc.	58	109	1.5	3.8
Services	W	W	—	15.9
Government	1,253	1,394	19.0	15.5
Total (Employment)	6,235	7,360	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	1,140	275,900
1977	1,150	278,100

% of land in farms, 1978	44	State 54 %
Avg. size of farms, 1978	242 ac	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974[h]	103 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 589	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 28,086	State avg. $ 32,493
Total ($1,000's)	$ 32,299	% of state 1.0

Major Groups	($1,000's)	% of State
Dairy products	$ 18,692	1.0
Meat animals	$ 4,335	0.9
Poultry & eggs	$ 1,914	1.6
Field crops	$ 2,948	1.0
All vegetables	$ 210	0.1
Specialty crops	$ 4,039	3.4

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating

[g] Sales of $1,000 or more for the year

[h] *U.S. Census of Agriculture*

FORESTRY[i]

Area in forest (acres) 348,700

% of land area 54 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds.		1,945
Other softwoods	38,497	93,317	1
Oak	58,436	133,640	775
Maple (hard)	6,826	17,714	59
Aspen	36,434	24,636	495
Other hardwoods	43,577	69,855	425

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31

MINERALS[k]

Kinds quarried, processed (1977):
Iron ore, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.)[l]
County 280 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*

[l] See Employment section, preceding page

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	193	1972	215
Sales ($1,000's): 1977	$ 49,173	% of state	0.33
1972	$ 29,251	% of state	0.31
Sales per capita, 1977: Co.	$ 3,145	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ W	—
Foods	$10,419	0.32
Automotive	$ 9,264	0.30
Gas stations	$ 9,805	0.78
Apparel	$ 1,165	0.21
Furnit., house equip.	$ W	—
Eating & drinking places	$ 4,446	0.29
Drug stores	$ 1,369	0.36
Miscellaneous	$ 2,160	0.13

WHOLESALE TRADE

No. of establishments: 1977 26	1972 36	
Sales ($1,000's): 1977 $ 17,088	% of state 0.09	
1972 $ 14,913	% of state 0.14	

SERVICE INDUSTRIES

No. of establishments: 1977 113

Total receipts, 1977 ($1,000's) $ 4,773 % of state 0.19

Hotel, motels, recreation camps

No. of establishments: 1977	10	1972 12
Receipts: ($1,000's) 1977	$ 827	% of state 0.30
1972	$ 147	% of state 0.09

Amusements, recreation services

No. of establishments: 1977	8	1972 6
Receipts: ($1,000's) 1977	$ W	% of state —
1972	$ 552	% of state 0.31

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[m] U.S., Bureau of the Census

JACKSON COUNTY - A DESCRIPTION

Federal demographers don't agree with the official state population estimate shown on page 1. They see a small population loss, 1970 to 1977. The 1980 census can settle this question.

Jackson County, named in honor of Andrew Jackson, was created from La Crosse County in 1853. Lumbermen had already entered the area and had begun to harvest the pine. Farm settlement began in the 1850's, and farmers found a ready market in the lumber camps. Wheat farming followed, but by the 1880's dairying took over here, as it did generally in Wisconsin. The 1905 Census of Wisconsin showed a relatively large Norwegian ethnic group, but even then 69 percent of the residents were Wisconsin-born.

The county's industry was for many decades tied to its agricultural and forest resources. Relatively new plants at Black River Falls now supplement the earlier industrial base, and account for noteworthy employment gains over earlier years. The latest data available are less favorable. The taconite plant east of Black River Falls is not classified as manufacturing.

A population peak of 17,466 was reached in 1920. The greatest decline came during the 1920's, at the time when many of our rural counties saw heavy migrations off farms. The 1950-60 decline of about 6 percent was the second greatest; about 2,500 more persons left the county than moved into it. Out-migration declined to 460 in the 1960's, and an excess of births over deaths led to a small gain in population. Losses were concentrated among youths and young adults, so that the county's age distribution shows a larger proportion of old people than does the state's. Population density of only about 16 persons per square mile reflects the extent of forested area, swamps, and wasteland not devoted to agriculture.

East of the Black River, which roughly divides the county into two distinct physiographic regions, settlements are very sparse. This eastern region is a comparatively level plain, with generally poorly drained, sandy soils, and extensive marshes. In the western part of the county the soils are largely residual, derived from weathering of the underlying bedrock. The soils here are mostly of the greyish-brown, silt loam variety generally found in southwestern Wisconsin.

Fifty-five percent of the total area was in farms in 1940, and 44 percent was in farms in 1978. The definition of a farm is now a little tighter. The average farm size has reached 242 acres. Probably very little of the better land has been lost to other uses.

Dairy products are the most important source of farm income, but other livestock products are important. There is more emphasis than formerly on beef. Jackson ranks third among Wisconsin counties as a producer of cranberries, and is a leading strawberry producer as well. Average sales per farm are below the state average.

About 8 percent of the jobs available in the county in 1977 were in manufacturing, compared with 23 percent in farming.

Median family income in Jackson County in 1969 was estimated at about $7,970, compared with a state figure of $10,068. This is average for the southwestern Wisconsin upland section. In 1977 the county received an estimated .29 percent of the state's personal income, but had .34 percent of all residents. However, there is a severe problem with these statistics. A major construction company is headquartered at Black River Falls. Jobs may be almost anywhere in the mid-west. It is obvious, for example, that a goodly part of the wages received by workers on jobs in other areas is not spent in the county. Evidently BEA finds no easy way to adjust these figures.

Retail sales, .33 percent of total retail sales in the state, are higher than would be expected on the basis of buying income. This gives an indication of the importance of the tourist trade. Gas stations reported large sales. Interstate highway traffic is heavy.

Fifty-four percent of the county is forested. Oak is the predominant species. There is also a great deal of jack pine and aspen. The taconite plant of Jackson County Iron Company (Inland Steel) is making about one million tons of pellets annually. This is the only iron ore production in Wisconsin. Wage levels for this type of work are relatively high.

The county has significant recreational resources, though it has relatively little commercial resort development. Large acreages in county forests constitute a prime deer-hunting area. Extensive investments are being made in the Black River State Forest to provide for camping and other uses. Note an increase in receipts of hotels, motels, etc.

The county is crossed by Interstate highway I-94. Railway transport is provided by the Chicago & North Western and the Green Bay and Western. Scheduled flights are available at La Crosse and other about equally-distant places, including Eau Claire.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	21	18	22
Employees (1,000's)	.6	.6	.6
% of state	0.11	0.12	0.12
Total payroll ($ millions)	$ 6.1	$ 3.9	$ 2.5
% of state	0.08	0.08	0.07
Avg. earnings/hr., prod. workers	$ 4.00	$ 2.60	$ 2.13
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 13.8	$ 11.0	$ 5.7
% of state	0.08	0.12	0.08
New mfg. capital expenditures ($ millions)	$ .6	$ .5	$ .6
% of state	0.05	0.09	0.12
Value of shipments ($ millions)	$ 37.1	$ 24.2	$ 13.3
% of state	0.09	0.11	0.09

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	1	1	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	6	0	1	0	0
Paper, paper prods	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	1	0	0
Metalworking, mach., transport. equip.	0	0	1	1	0
Printing & publishing	3	0	0	0	0
All other types	1	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 34 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Nelson Industries, Inc.	Black River Falls	Mufflers, etc.	100-149
Dadco Diversified Inc.	Black River Falls	Frozen pizza	70-99
D & S Manufacturing Co., Inc.	Black River Falls	Dump truck bodies, gear pullers, etc.	70-99
Norplex Division (UOP)	Black River Falls	Plastic products	70-99
South Alma Cheese Factory Inc.	Alma Center	Cheese	50-69
Hart Tie and Lumber Co., Inc.	Black River Falls	Wood products	30-49
The Banner-Journal	Black River Falls	Newspaper	10-19
Emil Jelinel	Black River Falls	Logging	0-9
Lutz Feed Mill Inc.	Melrose	Feed mill	0-9
Rock Spring Bottling Works	Black River Falls	Soft drinks	0-9

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Lunda Construction Co.	Black River Falls	Road construction	300-349
Jackson County Iron Co. (Inland Steel)	Black River Falls	Taconite (iron ore) pellets	250-299
Black River Memorial Hospital	Black River Falls	Hospital	100-149
Big Chief Trucking Co.	Black River Falls	Trucking	70-89
Mt. Carmel Nursing Home	Black River Falls	Nursing home	70-89

MANUFACTURING — ANALYSIS

Factory job totals haven't changed much for several years. The March 1979 figure (latest compiled) was 571. The pre-recession (1974-5) figure peaked around 640. Notice that the federal Census of Manufactures showed 600 (actual number rounded to nearest 100) for 1967, 1972, and 1977. There are many separate types of industry, but still some orientation to locally produced milk and timber. New capital investment has been negligible for some time. The I-system should spur eventual growth.

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[n] U.S. Bureau of Census, *Census of Manufacturers*
[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)
[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 3,725	% of state	0.25
Per capita [r]	$ 238	State avg.	$ 320
Full value rate [s]	$ 17.06	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 241	% of state	0.33
Per capita [r]	$ 15,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,567	% of state	0.07

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,541	0.23
Corporate income	$ 494	0.19
Sales and use	$ 2,077	0.29

State Shared Taxes	($1,000's)	% of state
Total	$ 976	0.32
State Aids		
Payment to school districts	$ 3,834	0.61
Health & social services (co. govt. only)	$ 2,407	0.56
Transportation	$ 1,054	0.87

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Alma Center, vil.	495	499	0.8
Hixton, vil.	300	369	23.0
Melrose, vil.	505	468	-7.3
Merrillan, vil.	612	620	1.3
Taylor, vil.	322	366	13.7
Black River Falls, city	3,273	3,357	2.6

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	142	% of state	0.10

Valuation per unit, 1978:

$ 31,707	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 24,794	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	95	7,349	0.21
Manufacturing	19	2,185	0.23
Commercial	31	1,856	0.24
Amusement & recreation	1	29	0.02
Hotels, motels, etc.	3	601	1.21

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 640,640. Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 1,428. Total number of lakes 112. Lakes with public access 23.

Total public land designated for recreation use 176,378 acres. Federal- 1,562 acres; State- 69,877 acres; County- 104,473 acres; Other public areas [y] 466 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 33; Canoe pick-up services 1

Swimming [z] 7 areas

Fishing: Sample of fish caught— panfish, bass, trout, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 251 sites

Major hiking trails 48 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 77 miles

Downhill skiing [z] 1 areas, 7 runs

Cross country skiing [z] 2 areas, 17 miles

Hunting 181,423 acres

OF SPECIAL INTEREST Black River State Forest, Black River Water Trail, Jackson Co. Forest, Silver Mound Archeological District, Thunderbird Lodge and Museum

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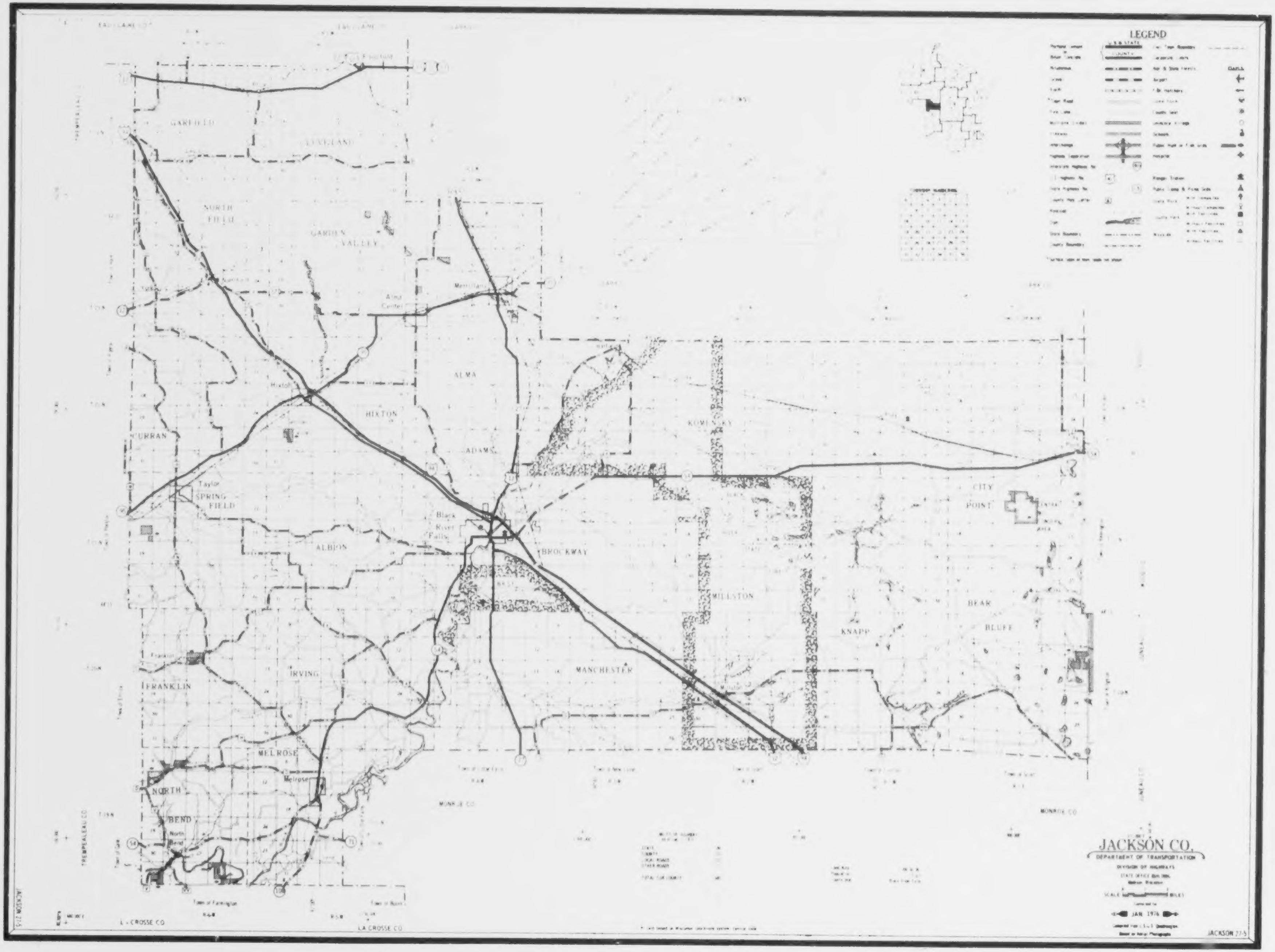
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
GARFIELD
CLEVELAND
NORTH FIELD
GARDEN VALLEY
Merrillan
Alma Center
ALMA
HIXTON
Hixton
ADAMS
CURRAN
Taylor
SPRING FIELD
Black River Falls
ALBION
BROCKWAY
KOMENSKY
CITY POINT
MILLSTON
KNAPP
BEAR BLUFF
MANCHESTER
IRVING
FRANKLIN
MELROSE
Melrose
NORTH BEND
North Bend
TREMPEALEAU CO.
MONROE CO.
LA CROSSE CO.
JACKSON CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
MILES
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
JACKSON 27-5

S 8703

JEFFERSON COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

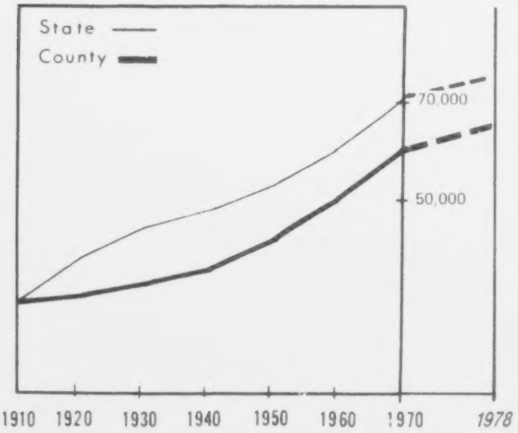
JEFFERSON

The cities are not large, but they have a strong industrial base. Significant expansions are occurring. There is good farm land, with some large muck farms. Incomes are high for an area without large cities. Population growth is fairly substantial.

POPULATION

1978 population [a]	64,325	% of state	1.38
1970 population [b]	60,060	% of state	1.36
1970-78 change (%)	7.1	State change	5.3 %
Net migration, 1960-70	5,739 in-		
Density, 1978	114.1 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	10,332	9,921	35	37	33	34
18-44	10,503	10,272	35	33	34	34
45-64	5,808	6,093	20	20	20	20
65 & over	3,708	4,053	10	10	13	12
Total	29,721	30,339	100%		100%	

Median age 27.8. State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,938. State $ 10,068

Income Groups:	County %	State %
Under $4,000	12	13
$10,000 & over	49	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 440,098; % of state 1.38

Per capita $ 6,826 State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 137,170
Services	$ 33,579
Farm	$ 31,878

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	22,905	$ 207	1,285
Major Groups:			
Construction	1,004	$ 264	167
Manufacturing	9,816	$ 266	124
Transp., Util.	515	$ 217	53
Wholesale trade	746	$ 230	86
Retail trade	4,147	$ 117	408
Finance, Ins., etc.	577	$ 175	93
Services	2,969	$ 142	274
Government	2,726	$ 186	48

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	2,381	2,113	7.1	4.9
Nonfarm Proprietors	2,078	2,4[illegible]	8.2	6.2
Wage & Salary Employment (major groups)				
Farm	1,246	1,542	5.2	2.1
Construction	837	836	2.8	3.4
Manufacturing	7,720	9,512	31.8	24.9
Transp., Util.	735	628	2.1	3.9
Wholesale trade	868	883	2.9	4.1
Retail trade	3,941	4,019	13.4	14.8
Finance, Ins., etc.	418	555	1.9	3.8
Services	2,369	3,672	12.3	15.9
Government	3,271	3,632	12.1	15.5
Total (Employment)	25,947	29,965	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,900	288,400
1977	1,910	289,900

% of land in farms, 1978	80	State 54 %
Avg. size of farms, 1978	152 ac.	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974 [h]	100 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,200	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 35,475	State avg. $ 32,493
Total ($1,000's)	$ 67,758	% of state 2.2

Major Groups	($1,000's)	% of State
Dairy products	$ 32,372	1.7
Meat animals	$ 9,383	1.9
Poultry & eggs	$ 5,646	4.8
Field crops	$ 8,415	2.9
All vegetables	$ 4,895	2.7
Specialty crops	$ 6,040	5.0

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 33,000

% of land area 9 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		0
Other softwoods	2,275	4,258	0
Oak	7,466	26,368	29
Maple (hard)	1,635	4,561	8
Aspen	1,398	1,443	0
Other hardwoods	11,013	—	13

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product	$ 358,000	% of state	0.26

Employment covered by U.C., 1977 (an avg.) [l]

County	7	State	2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	570	1972	704
Sales ($1,000's): 1977	$ 168,860	% of state	1.13
1972	$ 105,975	% of state	1.14
Sales per capita, 1977: Co.	$ 2,637	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 7,527	0.77
Gen. merchandise	$ W	—
Foods	$ 41,292	1.33
Automotive	$ 32,538	1.09
Gas stations	$ 17,577	1.42
Apparel	$ 8,175	1.46
Furnit., house equip.	$ 7,369	1.08
Eating & drinking places	$ 21,881	1.44
Drug stores	$ 4,200	1.10
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	102	1972	123
Sales ($1,000's): 1977	$ 179,117	% of state	0.91
1972	$ 113,654	% of state	1.05

SERVICE INDUSTRIES

No. of establishments: 1977	471		
Total receipts, 1977 ($1,000's)	$ 22,094	% of state	0.85
Hotel, motels, recreation camps			
No. of establishments: 1977	17	1972	29
Receipts: ($1,000's) 1977	$ 2,457	% of state	0.89
1972	$ 1,216	% of state	0.71
Amusements, recreation services			
No. of establishments: 1977	53	1972	35
Receipts: ($1,000's) 1977	$ 2,312	% of state	0.85
1972	$ 1,647	% of state	0.94

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[m] U.S., Bureau of the Census

JEFFERSON COUNTY - A DESCRIPTION

Jefferson County, in southeastern Wisconsin, is an area of farms, factories, small cities, and villages. It is strong in manufactures, with diversified manufacturing activity.

The county has been growing at a faster rate than the state as a whole for several decades, including the period since 1970. Population density of 114 per square mile is higher than the state average, but is still light when compared with more urbanized areas. The median age of residents is almost the same as the state median age. Indicative of employment opportunities, the county gained about 2,000 residents through in-migration during the decade of the 1950's, and up to 5,700 in the 1960's. In-migration continues, but at a quite modest rate during this decade.

Income per family in 1969 was below the state average by just a hair. With 1.38 percent of Wisconsin's poulation, Jefferson County had 1.38 percent of the state's personal income in 1977. Only a relatively few counties actually equal the state average income, which is weighted upward by the highly urbanized regions.

Two and one-half times as many of the jobs in Jefferson County are in manufactuirng as in farm employment. Thirty years ago farming was far ahead of manufacturing. Farming, however, still accounted for 12.3 percent of the county work force in 1977, compared with only 7.0 percent throughout the state. A substantial number of farm workers would be on muck farms. Jobs in transportation and utilities and in services are still proportionately few.

As is typical of most counties, the number of farms is declining. From 2,934 farms in 1950, the number has dropped to about 1,900. The percentage of land area in agricultural use has stayed more nearly the same. The county's farms had average 1977 sales of $35,000, compared to the state average of $32,000. These incomes would be higher were it not for the large number of small farms in the county. Dairy products are the single largest source of farm income, but income from crops, including vegetables, is growing faster. Mint is an important specialty crop. Jefferson ranks first in laying hens.

Only 9 percent of the land area is in woodlands, compared with a statewide average of 43 percent. The most common species are oak, elm and maple. Principal minerals produced are sand and gravel, and crushed limestone.

In 1977, retail trade was about 1.13 percent of the state total—not really proportionate to income. Apparel sales were rather high, and also sales of gas stations. Wholesale trade is quite extensive. The trend for hotels, motels, etc. was strong.

Jefferson County manufacturing growth has been above average for a Wisconsin county for many years. Products made by the larger firms are varied: shoes, food, machinery, business machines, malt, lighting fixtures, dairy equipment, industrial process ovens, and furniture. The figures in the construction section show a large volume of plant construction.

Milk products plants were located here early in Wisconsin's emergence as a dairying state. Canning of vegetables was once more important than it is now. Knitting mills and shoe factories have long been part of the industrial scene. The dairy equipment and food type of special industrial machinery were from the start closely identified with the processing of agricultural products of this region. A sizable maker of malt and the leading Wisconsin maker of upholstered furniture are located in the county.

Wisconsin State University at Whitewater, just across the line from Jefferson County, has become an important asset to the area. It has been especially strong in commercial subjects.

The county takes its name from the third president of the United States. Settlers began arriving in 1835. Wheat was the principal crop in the post-Civil War era, but interest turned to dairying, and Jefferson County was one of the focal points for the new industry. The Hoard family is famous in this connection.

Rail service is furnished by the Chicago & North Western and the Milwaukee Road. The county has regionally important north-south highways, such as U.S. 12, and also two principal east-west highways (I-94 and U.S. 18) that pass through while linking Milwaukee to Madison. Scheduled flights are available at these two cities.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	130	125	119
Employees (1,000's)	10.0	8.6	8.1
% of state	1.85	1.72	1.58
Total payroll ($ millions)	$ 129.7	$ 75.8	$ 50.6
% of state	1.75	1.60	1.41
Avg. earnings/hr., prod. workers	$ 5.58	$ 3.92	$ 2.77
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 290.5	$ 171.5	$ 109.9
% of state	1.73	1.81	1.57
New mfg. capital expenditures ($ millions)	$ 13.3	$ 13.2	$ 5.8
% of state	1.12	2.47	1.14
Value of shipments ($ millions)	$ 702.0	$ 372.8	$ 245.4
% of state	1.80	1.75	1.59

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	6	4	4	4	1
Textiles, apparel, leather	4	0	0	0	0
Wood products, furniture	3	5	1	0	1
Paper, paper prods.	1	0	0	0	0
Chemicals, petrol., rubber & plastics	8	3	1	1	0
Metalworking, mach., transport. equip.	25	8	2	1	8
Printing & publishing	10	1	2	2	1
All other types	10	1	2	1	1

Factory jobs per 1,000 population, June, 1978

County 149 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Schweiger Industries, Inc.	Jefferson	Upholstered furniture	1,200-1,299
CREPACO, Inc.	Lake Mills	Food products machinery	949-999
Brandt, Inc.	Watertown	Business machines	500-549
Perry Printing Corp.	Waterloo	Printing	450-499
Penn Div./Johnson Controls, Inc.	Watertown	Transformers	450-499
Butler Manufacturing Co.	Fort Atkinson	Farm equipment	400-449
Durant Digital Inst. (Cutler-Hammer)	Watertown	Counting and controlling instruments	400-449
Jones Dairy Farm	Fort Atkinson	Pork products	350-399
Hamlin Co.	Lake Mills	Reed switches, electronic components	350-399
Thomas Industries, Inc.	Fort Atkinson	Lighting fixtures	350-399

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Bethesda Lutheran Home	Watertown	Residential care	600-649
Fort Atkinson Memorial Hospital	Fort Atkinson	Hospital	300-349
Nasco International, Inc.	Fort Atkinson	Mail order house, etc.	250-299
Sweeney Bros. Inc.	Johnson Creek	Construction (heavy)	150-199
Dick's Fireside Inc.	Fort Atkinson	Eating and drinking place	100-149

MANUFACTURING — ANALYSIS

Even for a fairly populous county, Jefferson has a very large number of factory jobs. A number of modest-sized communities share the employment. There has been steady growth. Several truly significant expansions have been commenced in the last two-three years. Hundreds of new jobs should be created. The March 1979 figure (latest reported) was above 10,000.

Some basic metalworking is represented. Great variety of products is apparent.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 18,811	% of state	1.27
Per capita [r]	$ 294	State avg.	$ 320
Full value rate [s]	$ 20.27	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 1,044	% of state	1.42
Per capita [r]	$ 16,300	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 61,989	% of state	1.74

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 14,081	1.26
Corporate income	$ 3,755	1.42
Sales and use	$ 9,545	1.35

State Shared Taxes	($1,000's)	% of state
Total	$ 3,596	1.18
State Aids		
Payment to school districts	$ 7,021	1.12
Health & social services (co. govt. only)	$ 4,491	1.05
Transportation	$ 1,351	1.12

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Johnson Creek, vil.	790	1,000	26.6
Palmyra, vil.	1,341	1,556	16.0
Sullivan, vil.	467	632	35.3
Fort Atkinson, city	9,164	9,847	7.4
Jefferson, city	5,429	5,830	7.4
Lake Mills, city	3,556	3,965	11.5
Waterloo, city	2,253	2,223	-1.3
Watertown, city*	15,683	17,236	9.9

*Total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County 2,161 % of state 1.58

Valuation per unit, 1978:

$ 42,781 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 43,696 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	353	58,415	1.64
Manufacturing	72	24,146	2.56
Commercial	84	10,243	1.32
Amusement & recreation	17	1,552	1.31
Hotels, motels, etc.	0	0	—

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 374,400; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 13,803; Total number of lakes 34; Lakes with public access 16

Total public land designated for recreation use 11,528 acres: Federal- 74 acres; State- 10,831 acres; County- 87 acres; Other public areas [y] 536 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 62; Canoe pick-up services 5

Swimming [z] 22 areas

Fishing: Sample of fish caught— panfish, northern, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 397 sites

Major hiking trails 12 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 20 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 1 areas, 4 miles

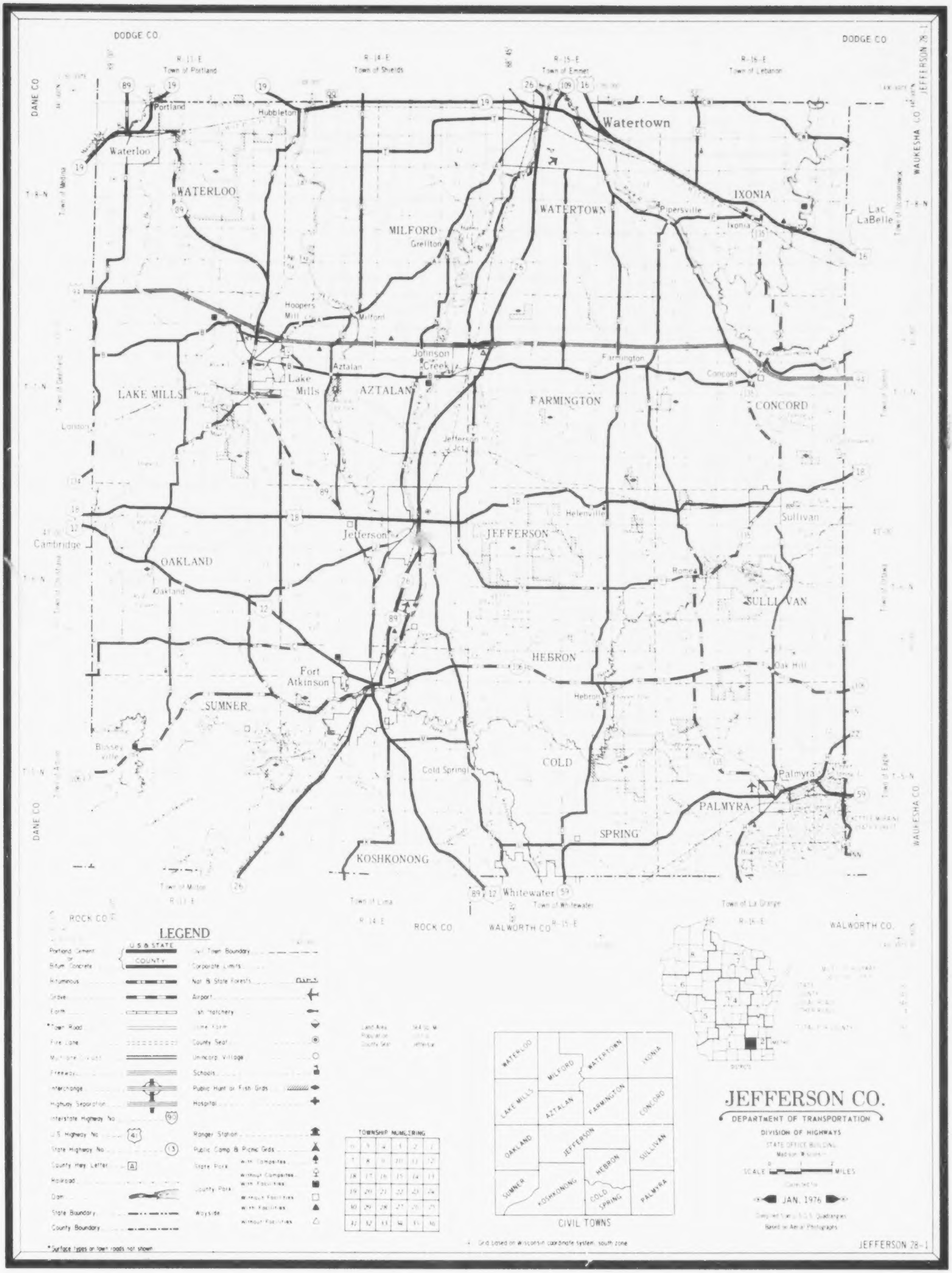
Hunting 10,590 acres

OF SPECIAL INTEREST Aztalon State Historical Park, First Kindergarten, Museum, Hoard Historical Museum, Octagon House, Rock River Water Trail, Kettle Moraine State Forest

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


DODGE CO.
R-13-E
Town of Portland
R-14-E
Town of Shields
R-15-E
Town of Emmet
R-16-E
Town of Lebanon
DODGE CO.
JEFFERSON 28-1
DANE CO.
WAUKESHA CO.
Portland
Hubbleton
Waterloo
Watertown
WATERLOO
MILFORD
Grellton
WATERTOWN
IXONIA
Pipersville
Ixonia
Lac LaBelle
T-8-N
Hoopers Mill
Milford
Johnson Creek
Aztalan
Lake Mills
Farmington
Concord
LAKE MILLS
AZTALAN
FARMINGTON
CONCORD
Jefferson Jct.
T-7-N
Helenville
Sullivan
Cambridge
Jefferson
JEFFERSON
OAKLAND
Rome
Oakland
T-6-N
SULLIVAN
HEBRON
Oak Hill
Fort Atkinson
SUMNER
Hebron
Busseyville
Cold Spring
COLD
T-5-N
Palmyra
PALMYRA
SPRING
KOSHKONONG
Town of Milton
Whitewater
Town of Lima
Town of Whitewater
Town of La Grange
ROCK CO.
R-14-E
ROCK CO.
WALWORTH CO.
R-15-E
R-16-E
WALWORTH CO.
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
County Park
Wayside
With Campsites
Without Campsites
With Facilities
Without Facilities
With Facilities
Without Facilities
*Surface types on town roads not shown
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
WATERLOO
MILFORD
WATERTOWN
IXONIA
LAKE MILLS
AZTALAN
FARMINGTON
CONCORD
OAKLAND
JEFFERSON
SULLIVAN
SUMNER
KOSHKONONG
HEBRON
COLD SPRING
PALMYRA
CIVIL TOWNS
Grid based on Wisconsin coordinate system, south zone
DISTRICTS
JEFFERSON CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected to
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
JEFFERSON 28-1

5 2703

JUNEAU COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

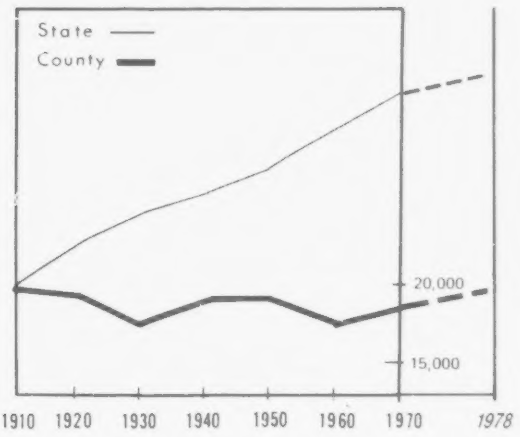
JUNEAU

Manufacturing jobs have reached comparatively high levels in recent years. Farming is still quite important in this county. The big lakes created by dams on the Wisconsin River offer recreational opportunities, especially since the interstate made them more accessible. Still, population growth seems to be slow.

POPULATION

1978 population [a]	19,125	% of state	0.41
1970 population [b]	18,455	% of state	0.42
1970-78 change (%)	3.6	State change	5.3 %
Net migration, 1960-70	19 in-		
Density, 1978 24.1	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	3,472	3,204	38	37	35	34
18-44	2,564	2,619	28	33	28	34
45-64	1,949	2,006	21	20	22	20
65 & over	1,241	1,400	13	10	15	12
Total	9,226	9,229	100%		100%	

Median age 30.9; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,769; State $ 10,068

Income Groups:	County %	State %
Under $4,000	21	13
$10,000 & over	32	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 105,261; % of state 0.33

Per capita $ 5,363; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 16,697
Farm	$ 11,408
Retail trade	$ 10,109

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	5,980	$ 146	469
Major Groups:			
Construction	167	$ 185	50
Manufacturing	1,806	$ 178	49
Transp., Util.	165	$ 196	22
Wholesale trade	110	$ 181	26
Retail trade	1,300	$ 114	172
Finance, Ins., etc.	104	$ 205	18
Services	561	$ 137	84
Government	1,539	$ 89	41

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,152	1,032	12.7	4.9
Nonfarm Proprietors	797	864	10.6	6.2
Wage & Salary Employment (major groups):				
Farm	189	258	3.2	2.1
Construction	85	154	1.9	3.4
Manufacturing	1,015	1,530	18.8	24.9
Transp., Util.	198	209	2.6	3.9
Wholesale trade	44	124	1.5	4.1
Retail trade	1,269	1,280	15.7	14.8
Finance, Ins., etc.	73	99	1.2	3.8
Services	W	728	9.0	15.9
Government	1,730	1,699	20.9	15.5
Total (Employment)	7,322	8,106	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	920	182,900
1977	930	182,900

% of land in farms, 1978	38	State 54 %
Avg. size of farms, 1978	199 ac	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	90 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 538	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 25,844	State avg. $ 32,493
Total ($1,000's)	$ 24,035	% of state 0.8

Major Groups	($1,000's)	% of State
Dairy products	$ 13,750	0.7
Meat animals	$ 3,927	0.8
Poultry & eggs	$ 439	0.4
Field crops	$ 2,953	1.0
All vegetables	$ 875	0.5
Specialty crops	$ 1,767	1.5

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year

[h] *U.S. Census of Agriculture*

FORESTRY [i]

Area in forest (acres) 240,700

% of land area 49 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		1,180
Other softwoods	31,355	67,754	0
Oak	44,090	114,082	1,314
Maple (hard)	4,337	12,182	70
Aspen	23,139	16,913	485
Other hardwoods	36,459	70,430	477

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Stone, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 113 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin*

[l] See Employment section, preceding page

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	282	1972	296	
Sales ($1,000's): 1977	$ 62,338	% of state	0.41	
1972	$ 35,195	% of state	0.38	
Sales per capita, 1977: Co.	$ 3,316	State avg.	$ 3,226	

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 7,157	0.73
Gen. merchandise	$ 3,117	0.16
Foods	$ 10,836	0.36
Automotive	$ 10,125	0.33
Gas stations	$ 13,811	1.10
Apparel	$ 904	0.16
Furnit., house equip.	$ 1,290	0.19
Eating & drinking places	$ 7,216	0.48
Drug stores	$ 1,416	0.37
Miscellaneous	$ 6,466	0.40

WHOLESALE TRADE

No. of establishments: 1977	25	1972 30
Sales ($1,000's): 1977	$ 14,184	% of state 0.07
1972	$ 9,308	% of state 0.09

SERVICE INDUSTRIES

No. of establishments: 1977	163	
Total receipts, 1977 ($1,000's)	$ 6,748	% of state 0.27

Hotel, motels, recreation camps

No. of establishments: 1977	35	1972 29
Receipts: ($1,000's) 1977	$ 1,782	% of state 0.65
1972	$ 1,333	% of state 0.77

Amusements, recreation services

No. of establishments: 1977	14	1972 13
Receipts: ($1,000's) 1977	$ 1,157	% of state 0.43
1972	$ 333	% of state 0.19

[m] U.S., Bureau of the Census

JUNEAU COUNTY - A DESCRIPTION

State demographers say the county has gained a few people since 1970, whereas federal ones are reporting a larger gain. In any event, the economic base now looks quite strong, thanks in some part to the Interstate Highway.

Early settlers in Juneau County were interested mainly in timber. There were substantial areas of pine and dwarf oak on the sandy soils, and oak and maple on the rolling uplands of the southwestern section. Marsh grasses covered much of the county. Logs could be floated down the Wisconsin River, the Lemonweir, and the Yellow River. Necedah was an especially important logging center.

Agriculture followed closely behind lumbering. Wheat-raising was developed to an exceptional degree on the area of relatively level, sandy soils. Dairying developed as wheat production eventually declined. Today dairying is the largest source of farm income. Cranberries are a fairly important cash crop. At one time the area produced considerable quantities of potatoes and other vegetables. There are suggestions that irrigation and fertilization may bring back more of this type of agriculture.

Juneau County has about the same population as it had in 1890. The 1900 peak was 20,629. Juneau County experienced trends common to much of rural Wisconsin, losing population in the 1920's, witnessing a back-to-the-land trend during the Depression, then a loss in the 1950's. A small gain in the 1960's came as a surprise to almost everyone. It is estimated that about 3,400 more persons left the county than moved into it in the years between 1950 and 1960, whereas a small in-migration was recorded in the last decade. Population density is only 24 persons per square mile, compared with a statewide average of 85. The county has a relatively large number of residents more than 45 years of age.

Family incomes are substantially below the state median. This is characteristic, of course, of rural counties. The county had .33 percent of the state's personal income in 1977, for .41 percent of Wisconsin's residents. About 16 percent of the employed persons working in the county were in farming in 1977, compared with 7 percent in the state. About 19 percent were engaged in manufacturing, against 25 percent in the state.

Since 1950 the number of farms has declined sharply, but data indicate slower losses recently. Now an estimated 38 percent of all land is in farms. Cropland and acreage per farm have increased. Over the years much land reverted to forest. More than 380 farmers reported 100 days or more of off-farm work in 1969 (latest figures).

Almost 50 percent of Juneau County has forest cover. Oak is predominant, but there is considerable jack pine, aspen, and elm. There is a limestone quarry near Elroy, and the county also has sand and gravel production.

Retail trade sales are comparatively high, near the state per capita average. A glance at the kind-of-business figures shows the importance of tourist and recreational business—especially gas stations. Service industry receipts are quite modest, and there is not much wholesale trade.

Manufacturing employment has generally increased in the last decade or two, with some periods of loss. A big sewing operation at Mauston closed in 1971, making quite a difference. Yet, the overall situation is promising, and jobs reached about 1,700 before the 1974-5 recession, and the figures shown on page 1 are about the same. The older food and lumber industries have been supplemented with significant new firms.

Juneau County is witnessing growth of recreational facilities. It has had an active county park program, and encourages camping. More developments are expected on the Castle Rock and Petenwell flowages.

Transportation facilites are unusually good, probably explaining much of the recent job growth. The Interstate (90, 94) crosses the county. The Milwaukee Road and the Chicago & North Western provide rail service, each with a main line. There are local airports, but scheduled flights are somewhat distant from all parts of the county. Some residents might go to Wisconsin Rapids, others to La Crosse, and others to Madison.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	38	35	35
Employees (1,000's)	1.4	1.4	1.7
% of state	0.26	0.28	0.33
Total payroll ($ millions)	$ 12.8	$ 9.4	$ 6.5
% of state	0.17	0.20	0.18
Avg. earnings/hr., prod. workers	$ 4.13	$ 2.84	$ 1.88
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 27.8	$ 17.4	$ 11.9
% of state	0.17	0.18	0.17
New mfg. capital expenditures ($ millions)	$ 2.8	$ 2.0	$ .4
% of state	0.24	0.37	0.08
Value of shipments ($ millions)	$ 85.5	$ 50.1	$ 30.6
% of state	0.22	0.24	0.20

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	8	1	0	1	0
Textiles, apparel, leather	0	0	0	1	0
Wood products, furniture	9	3	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	1	1	0	0	0
Metalworking, mach., transport. equip.	10	4	2	2	1
Printing & publishing	3	0	0	0	0
All other types	0	0	0	1	0

Factory jobs per 1,000 population, June, 1978

County	89	State avg.	124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Ray-O-Vac Corp.	Wonewoc	Batteries	300-349
Walker Stainless Equip. Co., Inc.	New Lisbon	Stainless steel vessels, etc.	200-249
Triple P. Inc.	Necedah	Gaskets	200-249
Leer Manufacturing Co.	New Lisbon	Refrigeration equipment	100-149
Holding Tank Div. (Walker Stainless)	Elroy	Stainless steel storage tanks	100-149
Merrick Dry Milk Co., Inc.	Union Center	Dry milk products	70-99
Coquette Manufacturing Co., Inc.	Mauston	Dresses	70-99
Vacuum Platers Inc.	Mauston	Decorative plating of metal parts	70-99
Dumore Corp.	Mauston	Power driven hand tool parts	40-49
Necedah Pallet Co.	Necedah	Pallets (wood)	30-39

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
Jermoo's Inc.	Mauston	Auto services, truck stop, etc.	200-249
Hess Memorial Hospital	Mauston	Hospital	150-199
Young Brothers Inc.	New Lisbon	Truck stop, restaurant, etc.	100-149
Woodside Ranch Resort Inc.	Mauston	Resort	50-69
Burnstad's Inc.	Mauston	Grocers	30-49

MANUFACTURING — ANALYSIS

Factory jobs have fluctuated considerably in this county. By June 1978 they had climbed to pre-recession (1974-5) levels (circa 1,700). By March 1979, about 200 jobs were added. It looks like about half these jobs were accounted for by the gasket plant, and the others in foods and apparel. Current expansion projects are on a small scale.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 5,210	% of state	0.35
Per capita [r]	$ 277	State avg.	$ 320
Full value rate [s]	$ 19.49	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 291	% of state	0.40
Per capita [r]	$15,500	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 6,614	% of state	0.17

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,798	0.25
Corporate income	$ 759	0.29
Sales and use	$ 2,471	0.35

State Shared Taxes	($1,000's)	% of state
Total	$ 1,060	0.35
State Aids		
Payment to school districts	$ 3,201	0.51
Health & social services (co. govt. only)	$ 1,599	0.37
Transportation	$ 1,159	0.96

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Camp Douglas, vil.	547	567	3.7
Hustler, vil.	190	148	-22.1
Lyndon Station, vil.	533	507	-4.9
Necedah, vil.	740	772	4.3
Union Center, vil.	205	171	-16.6
Wonewoc, vil.	835	784	-6.1
Elroy, city	1,513	1,407	-7.0
Mauston, city	3,466	3,224	-7.0
New Lisbon, city	1,361	1,320	-3.0

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	267	% of state	0.20

Valuation per unit, 1978:

$ 26,763	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 24,269	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	104	10,064	0.28
Manufacturing	25	3,845	0.41
Commercial	22	1,361	0.18
Amusement & recreation	1	37	0.03
Hotels, motels, etc.	7	600	1.21

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 514,560. **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 44,569; **Total number of lakes** 57; **Lakes with public access** 12

Total public land designated for recreation use 105,300 acres; **Federal**- 78,264 acres; **State**- 4,202 acres; **County**- 14,900 acres; **Other public areas** [y] 7,934 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 80; **Canoe pick-up services** 7

Swimming [z] 11 areas

Fishing: Sample of fish caught— northern, walleye, panfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 1,675 sites

Major hiking trails 5 miles

Bicycling trails 334 miles

Snowmobiling trails open to public use 5 miles

Downhill skiing [z] 1 areas, 2 runs

Cross country skiing [z] 8 areas, 44 miles

Hunting 60,822 acres

OF SPECIAL INTEREST Castle Rock Flowage, Central Wis. Conservation Area—Meadow Valley Unit, Necedah National Wildlife Refuge, Petenwell Flowage, Rocky Arbor State Park

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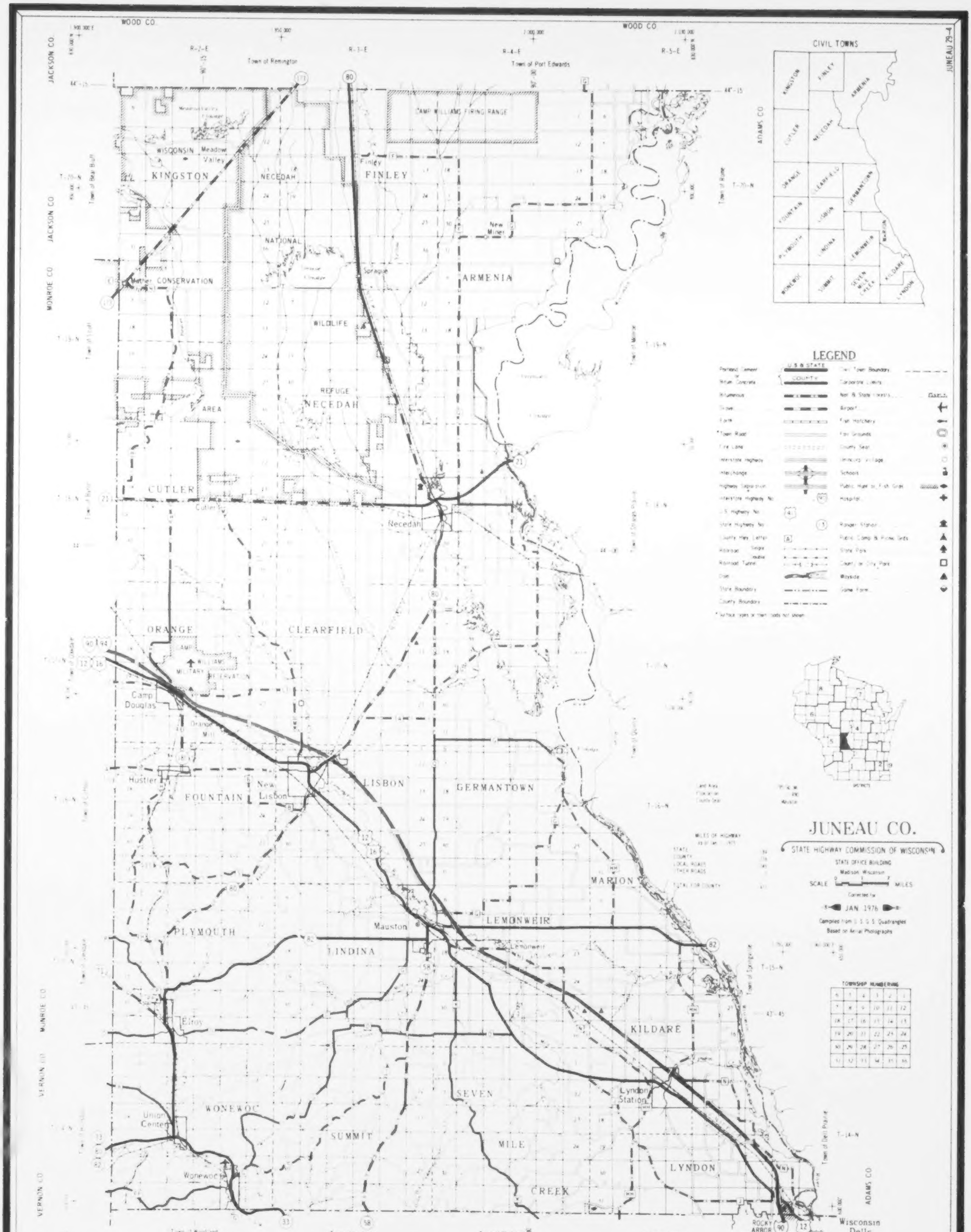
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


JUNEAU CO.
STATE HIGHWAY COMMISSION OF WISCONSIN
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN 1976
Compiled from U. S. G. S. Quadrangles
Based on Aerial Photographs
JUNEAU 29-4
CIVIL TOWNS
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Interstate Highway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad Single Double
Railroad Tunnel
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Fair Grounds
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish. Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
County or City Park
Wayside
Game Farm
* Surface types of town roads not shown
DISTRICTS
Land Area
Population
County Seat
Mauston
MILES OF HIGHWAY
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY
TOWNSHIP NUMBERING
WOOD CO.
JACKSON CO.
MONROE CO.
VERNON CO.
SAUK CO.
ADAMS CO.
Town of Remington
Town of Port Edwards
CAMP WILLIAMS FIRING RANGE
KINGSTON
NECEDAH
FINLEY
ARMENIA
CUTLER
ORANGE
CLEARFIELD
FOUNTAIN
LISBON
GERMANTOWN
MARION
PLYMOUTH
LINDINA
LEMONWEIR
KILDARE
WONEWOC
SUMMIT
SEVEN MILE CREEK
LYNDON
WISCONSIN MEADOW VALLEY
NATIONAL WILDLIFE REFUGE
Meadow Valley
Mather
CONSERVATION AREA
Finley
New Miner
Sprague
Necedah
Cutler
CAMP WILLIAMS MILITARY RESERVATION
Camp Douglas
Orange Mill
Hustler
New Lisbon
Mauston
Lemonweir
Elroy
Union Center
Wonewoc
Lyndon Station
ROCKY ARBOR STATE PARK
Wisconsin Dells
Town of Woodland
Town of La Valle
Town of Winfield
Town of Dellona
Town of Delton
Town of Springville
Town of Dell Prairie
R-2-E
R-3-E
R-4-E
R-5-E
R-6-E
T-20-N
T-19-N
T-18-N
T-17-N
T-16-N
T-15-N
T-14-N
44°-15
44°-00
43°-45

-S 8703

KENOSHA COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

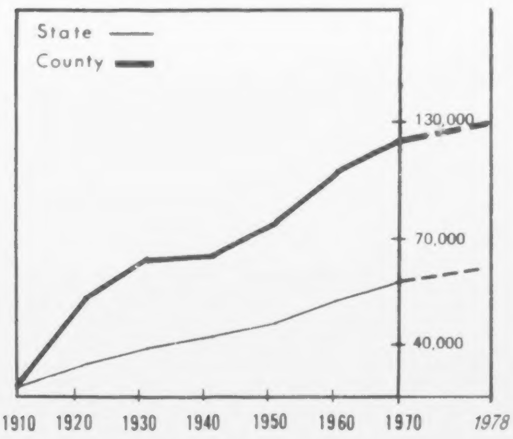
KENOSHA

The big auto assembly plant is clearly the dominant element in this county's economy. The current outlook seems encouraging for AMC. There are other industries, and much good farm land. The 1980 census should settle the question of degree of population growth in the 1970's.

POPULATION

1978 population [a]	125,808	% of state	2.70
1970 population [b]	117,917	% of state	2.67
1970-78 change (%)	6.7	State change	5.3 %
Net migration, 1960-70	2,149 in-		
Density, 1978 460.8	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	21,900	21,379	38	37	36	34
18-44	19,518	20,418	34	33	34	34
45-64	11,390	12,094	20	20	20	20
65 & over	4,919	6,299	8	10	10	12
Total	57,727	60,190	100%		100%	

Median age 26.9; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,380; State $ 10,068

Income Groups:	County %	State %
Under $4,000	10	13
$10,000 & over	53	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 883,739; % of state 2.77

Per capita $ 7,081; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 314,625
Services	$ 69,146
Govn't: state & local	$ 67,805

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	43,507	$ 251	1,839
Major Groups:			
Construction	2,611	$ 367	223
Manufacturing	18,931	$ 319	135
Transp., Util.	1,559	$ 253	56
Wholesale trade	999	$ 219	96
Retail trade	7,237	$ 118	631
Finance, Ins., etc.	910	$ 189	125
Services	6,377	$ 158	502
Government	4,567	$ 268	40

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	792	701	1.5	4.9
Nonfarm Proprietors	2,257	2,539	5.5	6.2
Wage & Salary Employment (major groups):				
Farm	508	615	1.3	2.1
Construction	1,221	1,360	3.0	3.4
Manufacturing	15,154	16,102	35.1	24.9
Transp., Util.	1,493	1,675	3.7	3.9
Wholesale trade	636	965	2.1	4.1
Retail trade	6,111	7,154	15.6	14.8
Finance, Ins., etc.	688	914	2.0	3.8
Services	5,942	7,141	15.6	15.9
Government	5,770	6,362	13.9	15.5
Total (Employment)	40,592	45,778	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	580	109,100
1977	580	109,100

% of land in farms, 1978 63 State 54%

Avg. size of farms, 1978 188 ac. State avg. 196 ac.

Avg. cropland harvested per farm reporting any, 1974[h] 134 ac. State avg. 107 ac.

Farm sales, $ per acre, land continuing in agric. (1977) $ 1,477 State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm $ 43,748 State avg. $ 32,493

Total ($1,000's) $ 25,374 % of state 0.8

Major Groups	($1,000's)	% of State
Dairy products	$ 7,794	0.4
Meat animals	$ 2,786	0.6
Poultry & eggs	$ 1,922	1.6
Field crops	$ 7,206	2.5
All vegetables	$ 1,847	1.0
Specialty crops	$ 1,524	1.3

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 9,900

% of land area 6 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		NA
Other softwoods	537	1,120	NA
Oak	1,833	6,998	NA
Maple (hard)	830	2,234	NA
Aspen	474	475	NA
Other hardwoods	4,147	11,152	NA

---

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ 1,280,000 % of state 0.95

Employment covered by U.C., 1977 (an avg.)[l]

County 1 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	968	1972	1,077
Sales ($1,000's): 1977	$ 340,956	% of state	2.27
1972	$ 226,557	% of state	2.44
Sales per capita, 1977: Co.	$ 2,713	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 13,246	1.35
Gen. merchandise	$ W	—
Foods	$ 82,019	2.66
Automotive	$ 51,065	1.68
Gas stations	$ 34,952	2.80
Apparel	$ 8,480	1.51
Furnit., house equip.	$ 14,240	2.09
Eating & drinking places	$ 41,000	2.71
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977 96 1972 113

Sales ($1,000's): 1977 $ 175,292 % of state 0.89

1972 $ 113,297 % of state 1.05

SERVICE INDUSTRIES

No. of establishments: 1977 719

Total receipts, 1977 ($1,000's) $ 35,866 % of state 1.40

Hotel, motels, recreation camps

No. of establishments: 1977 33 1972 30

Receipts: ($1,000's) 1977 $ 2,186 % of state 0.79

1972 $ 2,244 % of state 1.30

Amusements, recreation services

No. of establishments: 1977 90 1972 78

Receipts: ($1,000's) 1977 $ 9,078 % of state 3.34

1972 $ 5,986 % of state 3.40

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[m] U.S., Bureau of the Census

KENOSHA COUNTY - A DESCRIPTION

Kenosha County, in the southeastern corner of Wisconsin, lies between Milwaukee and Chicago, and forms an important part of the lakeshore industrial complex. Despite the high level of industrial activity, at the city of Kenosha, most of the county is rural in character.

Following a leveling off during the 1930's, population growth since 1940 has been far ahead of the state rate. During the 1950's, Kenosha County's population increased by 33.7 percent, more than double the state's growth of 15.1 percent; about 11,400 more persons moved into the county than moved out. During the 1960's, growth slowed somewhat, and net in-migration was a little over 2,000. State and federal demographers differ somewhat on what has happened since 1970. The state estimate for 1978 shows considerable growth, but the federal estimate is lower.

Some 63 percent of the land area is still in farms, compared with more than 85 percent as late as 1950. About 5,000 acres were lost to what was to be Bong Air Force Base. Several lakes in the westernmost towns of Kenosha County have attracted substantial recreational developments and many year-round residents.

The age distribution of Kenosha County residents is not much different from the state pattern. Income per family in 1969 was about average—$10,380, against a state average of $10,068. With 2.70 percent of the state's population, the county had 2.77 percent of its personal income in 1977.

In 1977 about 35 percent of those employed within Kenosha County had jobs in manufacturing. This compares with 25 percent for the state as a whole, and Wisconsin, it should be noted, has a higher percentage of its labor force in manufacturing than does the nation.

Thousands of persons who work in Kenosha County plants live outside the county and commute; other thousands live in the county and commute to jobs elsewhere. (The volume of commuting into northeastern Illinois is enormous.) During the 1960's the auto industry cut back significantly. Before the last recession (1974-75) county factory jobs reached about 21,000, which is what they were ten years earlier. The situation, as of early 1980, looks favorable.

The largest employer is American Motors Corporation, whose main automobile plants are in the city of Kenosha. (It also has a body plant in Milwaukee.) Automobiles are shipped by rail and truck from Kenosha to all parts of the United States, while some have been exported directly from the port of Kenosha on ocean-going vessels via the St. Lawrence Seaway. There are several firms with employment in the hundreds.

The number of farms declined from about 1,000 in 1950 to 580 in 1978 while the average size of farms rose from 106 to 188 acres. Farm income of $44,000 for 1977 is substantially above the state average. Dairy products, as in most Wisconsin counties, are an important source of cash for farmers, but there is noticeable diversification in Kenosha County farming, including truck crops. Cash cropping is gaining.

By Wisconsin standards the county has little forest cover; only 6 percent of the land area is in woodlands, compared with 43 percent for the state. The leading tree species are oak, birch, and elm. Sand and gravel are the principal mineral products.

Retail sales do not keep pace with buying power in Kenosha County. Sales per capita were $2,713 in 1977 compared with the statewide average of $3,226. This is explained by the nearness to the large metropolitan shopping centers of Chicago and Milwaukee, where Kenosha County residents undoubtedly do part of their shopping. The strongest groups appear to be gas stations and foods.

Carthage College, moved from Illinois to a new campus at Kenosha in the 1960's, offers a four-year liberal arts program. UW-Parkside, a four-year institution, has become a fairly sizable unit—about 5,000 students.

The county is served by a complex of railroads and highways, as well as by the Kenosha port. The railroads are the Soo Line, the Milwaukee Road, and the Chicago & North Western. I-94 crosses the county from north to south, providing a quick route to either Milwaukee or Chicago. Air travelers have a choice between Mitchell Field at Milwaukee or O'Hare at Chicago.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	145	111	134
Employees (1,000's)	17.7	15.8	16.3
% of state	3.27	3.15	3.18
Total payroll ($ millions)	$ 246.1	$ 178.7	$ 117.4
% of state	3.33	3.78	3.28
Avg. earnings/hr., prod. workers	$ 7.95	$ 5.38	$ 3.48
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 429.9	$ 382.5	$ 209.8
% of state	2.57	4.05	2.99
New mfg. capital expenditures ($ millions)	$ 14.6	9.8	$ 10.2
% of state	1.23	1.83	2.01
Value of shipments ($ millions)	$1,480.3	$1,191.5	$ 776.2
% of state	3.79	5.60	5.02

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	7	2	2	0	2
Textiles, apparel, leather	0	1	0	0	1
Wood products, furniture	3	1	1	1	0
Paper, paper prods.	0	1	0	0	0
Chemicals, petrol., rubber & plastics	6	1	0	0	0
Metalworking, mach., transport. equip.	52	7	6	5	5
Printing & publishing	17	3	0	1	0
All other types	10	2	0	1	0

Factory jobs per 1,000 population, June, 1978

County 135 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
American Motors Corp.	Kenosha	Automobiles	10,100-10,199
Snap-On Tools Corp.	Kenosha	Mechanic's hand tools, etc.	1,400-1,499
The Anaconda Co.	Kenosha	Copper and brass products	949-999
Ladish Co., Tri-Clover Div.	Kenosha	Sanitary fittings, pumps	750-799
Eaton Corp.	Kenosha	Power transmission equipment	700-749
Jockey International, Inc.	Kenosha	Men's and boys' underwear, sportswear	650-699
Macwhyte Wire Rope Co. (AMSTED)	Kenosha	Wire rope products	550-599
Ocean Spray Cranberries, Inc.	Kenosha	Cranberry products	300-349
Kenosha Beef International Ltd.	Kenosha	Beef products	250-299
Frost Co.	Kenosha	Plumbing trim, stampings, etc.	200-249

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Wisconsin Associates	Kenosha	Heavy construction	950-999
Kenosha Memorial Hospital	Kenosha	Hospital	950-999
St. Catherine's Hospital	Kenosha	Hospital	700-749
United Cerebral Palsy	Kenosha	Projects for handicapped	450-499
Carthage College	Kenosha	College	400-449

MANUFACTURING — ANALYSIS

There are a great many factory jobs, but these are somewhat concentrated in the auto plant. The demand for AMC cars is the main reason for ups and downs in job totals. Jobs totaled 17,100 in March 1979 (latest data compiled). The pre-recession (1974-5) peak was about 20,800. The current (fall 1979) outlook seems encouraging for AMC. There are some fair-sized expansions in the works, especially at the Ladish operation.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 34,414	% of state	2.32
Per capita [r]	$ 274	State avg.	$ 320
Full value rate [s]	$ 20.27	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 1,859	% of state	2.53
Per capita [r]	$ 14,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 89,058	% of state	2.50

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 30,229	2.70
Corporate income	$ 6,642	2.51
Sales and use	$ 19,140	2.71

State Shared Taxes	($1,000's)	% of state
Total	$ 8,064	2.65
State Aids		
Payment to school districts	$ 18,384	2.92
Health & social services (co. govt. only)	$ 10,495	2.45
Transportation	$ 1,808	1.49

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Paddock Lake, vil.	1,470	2,158	46.8
Silver Lake, vil.	1,210	1,441	19.1
Twin Lake, vil.	2,276	3,513	54.3
Kenosha, city	78,805	80,718	2.4

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	3,720	% of state	2.72

Valuation per unit, 1978:

	$ 46,501	Median county	$36,251

Average purchase price, single family home, 1978: [v]

	$ 43,221	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	450	83,409	2.35
Manufacturing	58	11,288	1.20
Commercial	99	8,908	1.15
Amusement & recreation	16	3,323	2.81
Hotels, motels, etc.	4	717	1.44

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 177,900. **Great Lakes/Mississippi shoreline** 13 miles.

Acreage of named lakes 3,455. **Total number of lakes** 25; **Lakes with public access** 16

Total public land designated for recreation use 8,071 acres; **Federal-** 0 acres; **State-** 6,035 acres; **County-** 876 acres; **Other public areas** [y] 1,160 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 7; **Canoe pick-up services** 1

Swimming [z] 30 areas

Fishing: Sample of fish caught— panfish, northern, walleye, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 5 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 100 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 0 miles

Downhill skiing [z] 1 areas, 30 runs

Cross country skiing [z] 0 areas, 0 miles

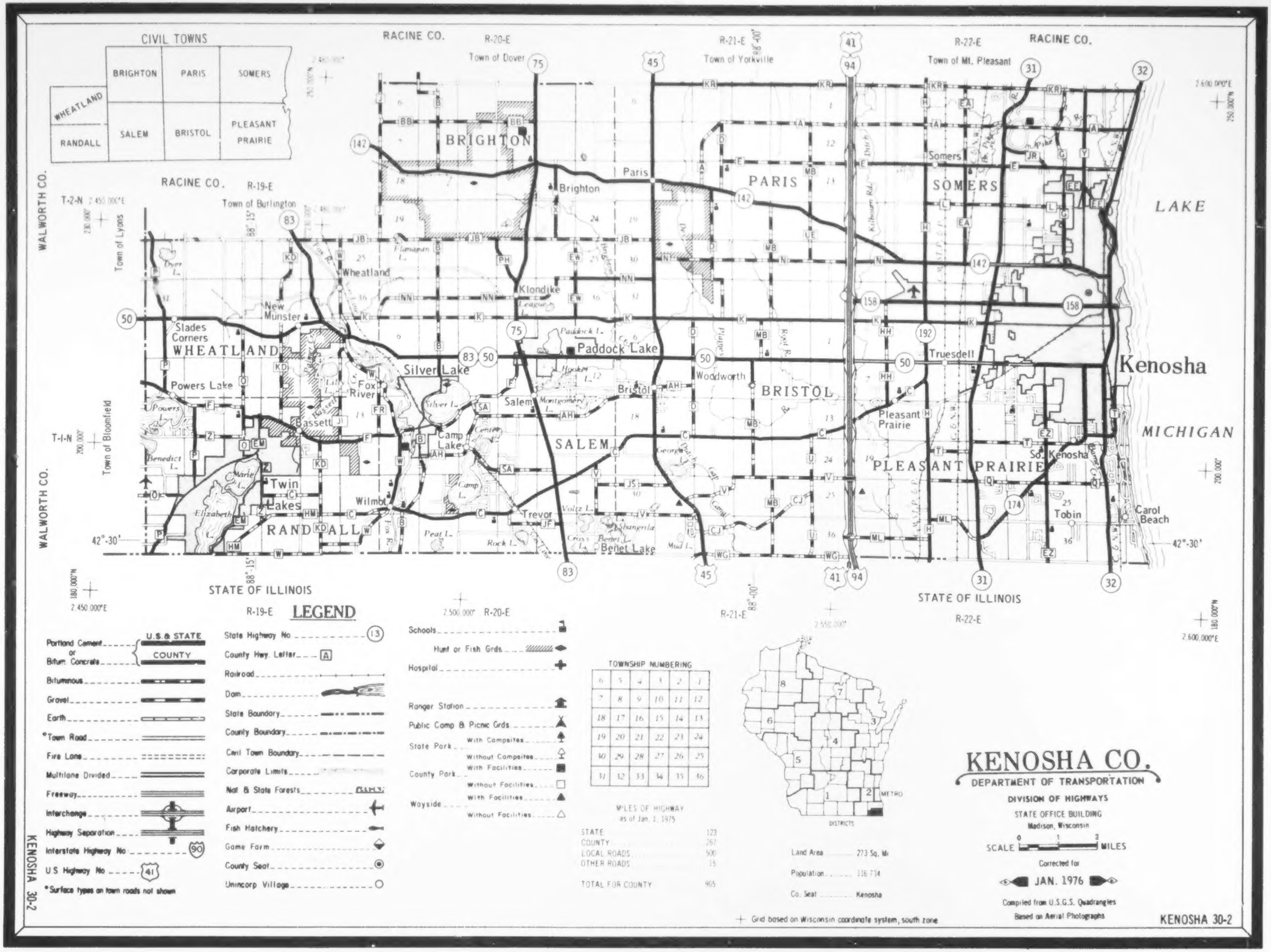
Hunting 5,577 acres

OF SPECIAL INTEREST Botanical Gardens, Carthage College Civil War Museum, Chiwaukee Prairie, Hall of Fame, Little Fox Water Trail

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


KENOSHA CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
KENOSHA 30-2
CIVIL TOWNS
BRIGHTON
PARIS
SOMERS
WHEATLAND
RANDALL
SALEM
BRISTOL
PLEASANT PRAIRIE
RACINE CO.
WALWORTH CO.
STATE OF ILLINOIS
LAKE MICHIGAN
Town of Dover
Town of Yorkville
Town of Mt. Pleasant
Town of Burlington
Town of Lyons
Town of Bloomfield
R-19-E
R-20-E
R-21-E
R-22-E
T-2-N
T-1-N
42°-30'
88°-15'
88°-00'
Kenosha
Paddock Lake
Silver Lake
Twin Lakes
Wilmot
Trevor
Salem
Bristol
Woodworth
Truesdell
Pleasant Prairie
So. Kenosha
Tobin
Carol Beach
Somers
Paris
Brighton
Klondike
Wheatland
New Munster
Slades Corners
Powers Lake
Fox River
Bassett
Camp Lake
Benet Lake
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No
U.S. Highway No
*Surface types on town roads not shown
State Highway No
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp Village
Schools
Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park With Campsites
Without Campsites
County Park With Facilities
Without Facilities
Wayside With Facilities
Without Facilities
TOWNSHIP NUMBERING
MILES OF HIGHWAY as of Jan. 1, 1975
STATE 123
COUNTY 267
LOCAL ROADS 500
OTHER ROADS 15
TOTAL FOR COUNTY 905
DISTRICTS
METRO
Land Area 273 Sq. Mi
Population 116 734
Co. Seat Kenosha
+ Grid based on Wisconsin coordinate system, south zone

58703 50670

KEWAUNEE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

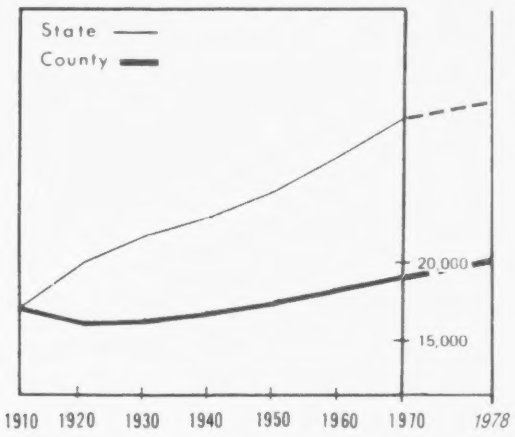
KEWAUNEE

The county weathered the loss of a woodworking plant better than pessimists expected, and the factory job total is not much lower than before. Expansion news is rather meager. Rail service by car ferry cross Lake Michigan is among the county highlights. Dairy farming is highly developed.

POPULATION

1978 population [a]	19,721	% of state	0.42
1970 population [b]	18,961	% of state	0.43
1970-78 change (%)	4.0	State change	5.3 %
Net migration, 1960-70	1,191 out-		
Density, 1978 59.6	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	3,719	3,514	39	37	37	34
18-44	2,781	2,766	29	33	29	34
45-64	1,978	1,984	21	20	21	20
65 & over	1,039	1,180	11	10	13	12
Total	9,517	9,440	100%		100%	

Median age 26.9; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,340; State $ 10,068

Income Groups:	County %	State %
Under $4,000	13	13
$10,000 & over	45	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 110,002; % of state 0.34

Per capita $ 5,452; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 17,731
Farm	$ 16,074
Govn't: state & local	$ 7,223

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,745	$ 176	371
Major Groups:			
Construction	243	$ 228	55
Manufacturing	1,722	$ 212	40
Transp., Util.	169	$ 267	17
Wholesale trade	167	$ 150	28
Retail trade	902	$ 118	107
Finance, Ins., etc.	130	$ 164	19
Services	644	$ 114	76
Government	750	$ 187	24

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	1,564	1,434	19.0	4.9
Nonfarm Proprietors	643	727	9.6	6.2
Wage & Salary Employment (major groups):				
Farm	269	385	5.1	2.1
Construction	87	204	2.7	3.4
Manufacturing	1,889	1,508	20.0	24.9
Transp., Util.	W	W	—	3.9
Wholesale trade	48	160	2.1	4.1
Retail trade	850	750	9.9	14.8
Finance, Ins., etc.	87	122	1.6	3.8
Services	470	863	11.4	15.9
Government	1,076	1,158	15.3	15.5
Total (Employment)	7,097	7,547	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,300	198,000
1977	1,320	198,500

% of land in farms, 1978	94	State 54 %
Avg. size of farms, 1978	152 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	103 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 687	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 31,779	State avg. $ 32,493
Total ($1,000's)	$ 41,948	% of state 1.3

Major Groups	($1,000's)	% of State
Dairy products	$ 31,516	1.7
Meat animals	$ 5,826	1.2
Poultry & eggs	$ 241	0.2
Field crops	$ 2,077	0.7
All vegetables	$ 1,036	0.6
Specialty crops	$ 862	0.7

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 32,100

% of land area 15 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		2
Other softwoods	3,729	6,853	5
Oak	3,547	13,272	51
Maple (hard)	2,528	6,056	34
Aspen	2,077	1,585	4
Other hardwoods	14,631	37,012	233

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product	$ 538,000	% of state	0.40
Employment covered by U.C., 1977 (an avg.) [l] County	8	State	2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	213	1972	240
Sales ($1,000's): 1977	$ 42,212	% of state	0.28
1972	$ 27,023	% of state	0.29
Sales per capita, 1977: Co.	$ 2,151	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 2,875	0.51
Foods	$ 10,035	0.32
Automotive	$ 6,800	0.23
Gas stations	$ 3,596	0.29
Apparel	$ 746	0.13
Furnit., house equip.	$ 2,482	0.36
Eating & drinking places	$ 3,956	0.26
Drug stores	$ W	—
Miscellaneous	$ 3,967	0.27

WHOLESALE TRADE

No. of establishments: 1977	26	1972	36
Sales ($1,000's): 1977	$ 17,261	% of state	0.09
1972	$ 13,375	% of state	0.12

SERVICE INDUSTRIES

No. of establishments: 1977	150		
Total receipts, 1977 ($1,000's)	$ 4,659	% of state	0.19
Hotel, motels, recreation camps			
No. of establishments: 1977	9	1972	11
Receipts: ($1,000's) 1977	$ 510	% of state	0.18
1972	$ 456	% of state	0.26
Amusements, recreation services			
No. of establishments: 1977	19	1972	13
Receipts: ($1,000's) 1977	$ 659	% of state	0.24
1972	$ 426	% of state	0.24

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[m] U.S., Bureau of the Census

KEWAUNEE COUNTY - A DESCRIPTION

Both state and federal demographers are showing some population growth since 1970. Federal reports are giving higher readings. Jobs in manufacturing are down since 1974.

Kewaunee County's landscape is generally undulating to gently rolling. It lies on a limestone rock layer known as the Niagara escarpment, which drops sharply toward Green Bay while sloping gently across the county to Lake Michigan. Glacial action was responsible for the outstanding topographical feature, a scenic kettle moraine belt that runs through the central part of the county. This belt extends, almost continuously, southward to Walworth County on Wisconsin's southern boundary.

The county is only moderately urbanized. Slightly over one-third of the population resides in the two urban centers, Algoma and Kewaunee. Population density of 60 persons per square mile is above what would be considered typical of Wisconsin agricultural counties.

Algoma, the largest city, is about 114 miles north of Milwaukee. The county is at the north end of the great lakeshore manufacturing district that runs south to Chicago and beyond. It is also located favorably with respect to the Fox River Valley industrial area to the west.

Population increased by 3.7 percent during the 1960's. But the county was unable to hold all of its natural increase—births less than deaths. About 1,200 persons more moved out of the county than moved in during the period. Evidently there has been little net movement either in or out since 1970.

Compared with the state pattern, the county has a higher percentage of its population in the "under 18" group. It has a lower percentage in the 18-44 group, and slight surpluses in the 45-64 and 65 and older groups. Unusual for a rural-type county, the median age is slightly below the state median. Fertility is relatively high.

The 1970 census showed that about 19 percent of the *resident* workers were engaged in farming, compared with 38 percent in factory work. A substantial number of the latter group commuted to work outside the county. The 1977 figures on jobs *within* the county show 19 percent farm proprietors, 5 percent farm workers, and 20 percent in manufacturing.

Cash income per household was not far below the state average in 1969. It is well to bear in mind that the state figure is heavily weighted by a few highly urbanized counties. The estimated .34 percent of the state's personal income in 1977, compared with .42 percent of the state's population, looks less favorable. Manufacturing tops farming as an income source.

With about .42 percent of Wisconsin's population, Kewaunee County had .28 percent of the state's retail sales in 1977. Per capita sales were quite low. Relatively strong were sales in the furniture group. Wholesale trade is small, as are receipts of service industries. Trends in these seem negative.

Kewaunee County was visited by early French explorers, and a trading post was established on the Kewaunee River late in the 18th century. Extensive settlement did not begin until the 1850's. The county was heavily forested, and lumbering was the first large-scale economic activity.

Woodworking has long been of major importance in the county, despite the fact that now there is not much local timber to cut. Chancel furnishings of outstanding quality are made by a local firm. A tradition was established in woodworking during the 19th century when German craftsmen migrated here. Next to wood products, the metals and machinery groups provide the most manufacturing jobs.

Manufacturing made substantial gains, both absolutely and relative to the state, between 1958 and 1967. Recently the job trend has been less favorable. Evidently the pre-recession peak was about 2,100, or below 1967 levels. More nearly current data show about 1,800 jobs.

As is the case generally, the number of farms in Kewaunee County is declining, while the average size per farm and the value of land have increased. Yet 94 percent of the land is still in farms. Farm numbers and acreage seem to be stabilizing. Average sales per farm are about at the state average. Dairy products are by far the largest single source of farm income.

Fifteen percent of the land area is in woodlands. Elm and oak lead in sawtimber volume. Sand and gravel are the principal minerals produced.

Chartering of boats for sports fishermen intent on catching salmon and lake trout in Lake Michigan has considerable economic impact at Kewaunee and Algoma.

The location on Lake Michigan high above Chicago does not interfere with east-west rail traffic. Year-around carferry service across the lake is provided from the city of Kewaunee by the Chesapeake & Ohio and by the Ann Arbor. (As this is being written, mid-1979, future levels of service remain uncertain.) The Green Bay & Western, whose eastern terminus is at the ferry dock, crosses the state to Minnesota, making connections en route with all the Chicago to Twin Cities roads. The G. B. & W. thus forms a link in a major transcontinental route that skirts Chicago. Freight rates from this county to the eastern market are generally the same as from Chicago. Scheduled flights are available at Green Bay, Manitowoc, and Sturgeon Bay.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	41	46	46
Employees (1,000's)	1.2	1.9	2.4
% of state	0.22	0.38	0.47
Total payroll ($ millions)	$ 13.1	$ 13.8	$ 12.1
% of state	0.18	0.29	0.34
Avg. earnings/hr., prod. workers	$ 5.11	$ 3.43	$ 2.32
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 25.6	$ 25.7	$ 20.1
% of state	0.15	0.27	0.29
New mfg. capital expenditures ($ millions)	$ 0.9	$ 1.6	$ 1.0
% of state	0.08	0.30	0.20
Value of shipments ($ millions)	$ 70.9	$ 56.4	$ 56.4
% of state	0.18	0.27	0.36

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	13	2	1	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	6	2	1	0	1
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	2	0	1	1	0
Metalworking, mach., transport. equip.	2	0	2	1	1
Printing & publishing	5	0	0	0	0
All other types	1	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 90 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Algoma Hardwoods, Inc.	Algoma	Architectural doors and plywood	400-449
Kewaunee Eng. Corp.	Kewaunee	Construction equipment	250-299
Plumbers Woodwork Co. (Olsonite)	Algoma	Wood products	200-249
Leyse Aluminum Co.	Kewaunee	Cooking utensils, stampings	200-249
The Calumet Co., Inc.	Algoma	Farm equipment	70-99
N.E.W. Plastics Corp.	Luxemburg	Plastic items	70-99
Frank Hamachek Machine Co.	Kewaunee	Food processing machinery, castings	70-99
Kewaunee Bottling Co. Inc.	Kewaunee	Soft drinks	50-69
Krohn Dairy Products Inc.	Luxemburg	Cheese	30-49
Ellisville Coop. Dairy Assn.	Luxemburg	Cheese	20-29

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
Algoma Memorial Hospital	Algoma	Hospital	100-149
Wisconsin Public Service Corp.	Kewaunee	Utility	100-149
Kewaunee Health Care Center	Kewaunee	Nursing home	70-99
St. Mary's Memorial Hospital	Kewaunee	Hospital	50-69
Vans Lumber and Hardware Inc.	Luxemburg	Lumber & building materials dealer	50-69

MANUFACTURING — ANALYSIS

The county is making a rather good recovery after closing of a millwork plant. The largest plant in the list above is in a sense the replacement for U.S. Plywood. The county has heavy (metalworking) industry, and makers of light, consumer's goods. Jobs in March 1979 (latest data available) were about 1,800 — not up to some of the earlier years. New capital expenditures are of a minor character.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,433	% of state	0.30
Per capita [r]	$ 226	State avg.	$ 320
Full value rate [s]	$ 17.97	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 274	% of state	0.37
Per capita [r]	$14,000	State avg.	$15,900
Manufacturing real estate ($1,000's)	$ 8,393	% of state	0.24

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 3,598	0.32
Corporate income	$ 789	0.30
Sales and use	$ 2,729	0.39

State Shared Taxes	($1,000's)	% of state
Total	$ 2,121	0.70
State Aids		
Payment to school districts	$ 3,090	0.49
Health & social services (co. govt. only)	$ 1,141	0.27
Transportation	$ 677	0.56

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Casco, vil.	481	502	4.4
Luxemburg, vil.	853	1,137	33.3
Algoma, city	4,023	3,811	-5.3
Kewaunee, city	2,901	2,922	0.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	461	% of state	0.34

Valuation per unit, 1978:

$ 37,905	Median county	$ 36,251

Average purchase price, single family home, 1978: [v]

$ 29,555	State average	$ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	89	8,525	0.24
Manufacturing	21	2,500	0.26
Commercial	19	1,338	0.17
Amusement & recreation	4	229	0.19
Hotels, motels, etc.	0	0	—

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 211,800. Great Lakes/Mississippi shoreline 26 miles.

Acreage of named lakes 250. Total number of lakes 15. Lakes with public access 13.

Total public land designated for recreation use 1,919 acres. Federal- 0 acres; State- 1,470 acres; County- 256 acres; Other public areas [y] 193 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 0, 0. Canoe pick-up services 0

Swimming [z] 11 areas

Fishing: Sample of fish caught— panfish, trout, salmon, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 228 sites

Major hiking trails 4 miles

Bicycling trails 4 miles

Snowmobiling trails open to public use 4 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 2,526 acres

OF SPECIAL INTEREST Car Ferry, Von Stiehl Winery

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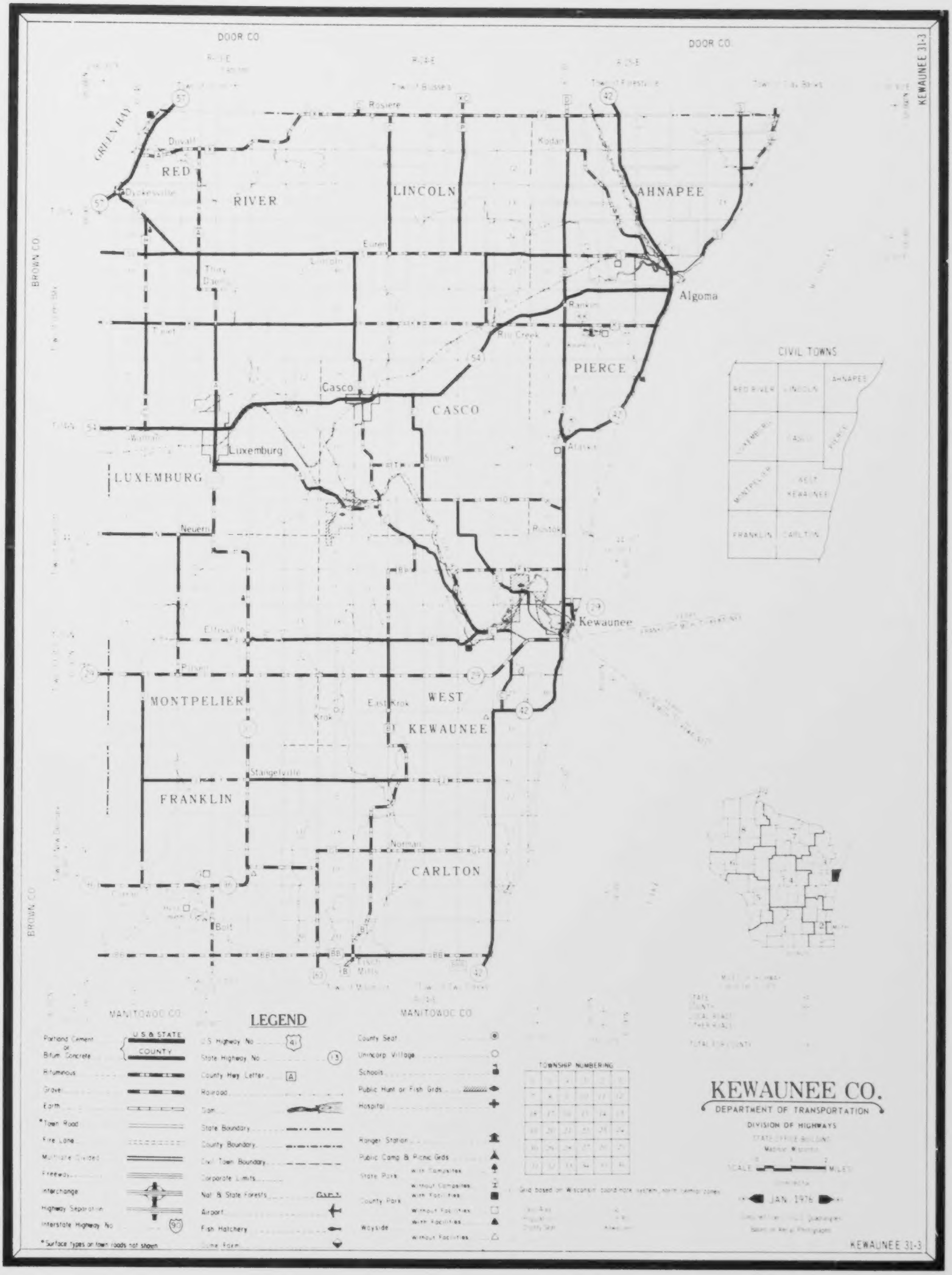
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


KEWAUNEE 31-3
DOOR CO.
DOOR CO.
BROWN CO.
MANITOWOC CO.
GREEN BAY
RED RIVER
LINCOLN
AHNAPEE
CASCO
PIERCE
LUXEMBURG
MONTPELIER
WEST KEWAUNEE
FRANKLIN
CARLTON
Rosiere
Duvall
Dyckesville
Euren
Thiry Daems
Tisch
Algoma
Rankin
Rio Creek
Casco
Luxemburg
Slovan
Alaska
Neuern
Rostok
Kewaunee
Ellisville
Pilsen
East Krok
Krok
Stangelville
Norman
Bolt
Tisch Mills
57
54
42
29
163
CIVIL TOWNS
RED RIVER
LINCOLN
AHNAPEE
LUXEMBURG
CASCO
PIERCE
MONTPELIER
WEST KEWAUNEE
FRANKLIN
CARLTON
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multiple Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
*Surface types on town roads not shown
U.S. Highway No.
41
State Highway No.
15
County Hwy. Letter
A
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
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Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
With Facilities
County Park
Without Facilities
With Facilities
Wayside
Without Facilities
TOWNSHIP NUMBERING
Grid based on Wisconsin coordinate system, north central zone
KEWAUNEE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
MILES
JAN. 1976
KEWAUNEE 31-3

58703 58670

LA CROSSE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

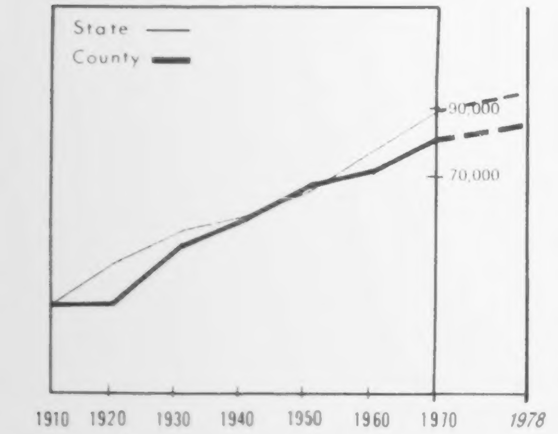
LA CROSSE

Some of the older residents will remember the pessimism that was widespread in La Crosse twenty years ago. The county has become one of the most vigorous and prosperous parts of the state since then. The expansion of commercial, educational, and medical institutions is part of the story, along with gains in factory jobs. Geography ordained that the City of La Crosse would be a center for transportation service.

POPULATION

1978 population [a]	87,910	% of state	1.89
1970 population [b]	80,468	% of state	1.82
1970-78 change (%)	9.2	State change	5.3 %
Net migration, 1960-70	424 in-		
Density, 1978	187.4 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	13,580	13,036	35	37	31	34
18-44	13,703	15,200	36	33	36	34
45-64	7,427	8,289	19	20	20	20
65 & over	3,766	5,458	10	10	13	12
Total	38,486	41,982	100%		100%	

Median age 26.4; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 9,182; State $ 10,068

Income Groups:	County %	State %
Under $4,000	13	13
$10,000 & over	43	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $ 558,731; % of state 1.75
Per capita $ 6,468; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 134,226
Services	$ 90,340
Retail trade	$ 59,832

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	40,308	$ 204	1,895
Major Groups:			
Construction	1,953	$ 316	236
Manufacturing	11,097	$ 251	129
Transp., Util.	1,659	$ 287	84
Wholesale trade	2,370	$ 265	154
Retail trade	8,744	$ 120	595
Finance, Ins., etc.	1,025	$ 197	146
Services	8,138	$ 183	497
Government	5,254	$ 173	41

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,246	1,197	2.6	4.9
Nonfarm Proprietors	2,292	2,654	5.9	6.2
Wage & Salary Employment (major groups):				
Farm	344	410	0.9	2.1
Construction	1,253	1,724	3.8	3.4
Manufacturing	8,296	9,680	21.4	24.9
Transp., Util.	2,202	2,205	4.9	3.9
Wholesale trade	1,916	2,455	5.4	4.1
Retail trade	5,924	8,388	18.5	14.8
Finance, Ins., etc.	636	1,007	2.2	3.8
Services	6,512	9,380	20.7	15.9
Government	5,538	6,128	13.5	15.5
Total (Employment)	36,232	45,288	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	990	220,500
1977	1,000	222,000

% of land in farms, 1978	73	State 54%
Avg. size of farms, 1978	223 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	97 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 883	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 34,544	State avg. $ 32,493
Total ($1,000's)	$ 34,544	% of state 1.1

Major Groups	($1,000's)	% of State
Dairy products	$ 21,941	1.2
Meat animals	$ 6,396	1.3
Poultry & eggs	$ 280	0.2
Field crops	$ 3,174	1.1
All vegetables	$ 86	0.005
Specialty crops	$ 2,439	2.0

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 94,700

% of land area 33 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		17
Other softwoods	1,130	2,470	0
Oak	38,907	133,883	813
Maple (hard)	3,705	11,612	35
Aspen	8,303	15,790	19
Other hardwoods	29,759	66,564	322

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 4 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 824 1972 875

Sales ($1,000's): 1977 $ 353,052 % of state 2.34

1972 $ 201,249 % of state 2.17

Sales per capita, 1977: Co. $ 4,035 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 26,685	2.71
Gen. merchandise	$ W	—
Foods	$ 60,238	1.95
Automotive	$ 68,598	2.27
Gas stations	$ 23,017	1.84
Apparel	$ 14,234	2.53
Furnit., house equip.	$ 19,403	2.85
Eating & drinking places	$ 41,673	2.75
Drug stores	$ 9,519	2.49
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977 169 1972 169

Sales ($1,000's): 1977 $ 428,476 % of state 2.18

1972 $ 203,212 % of state 1.87

SERVICE INDUSTRIES

No. of establishments: 1977 695

Total receipts, 1977 ($1,000's) $ 58,056 % of state 2.25

Hotel, motels, recreation camps

No. of establishments: 1977 33 1972 39

Receipts: ($1,000's) 1977 $ 5,934 % of state 2.15

1972 $ 3,058 % of state 1.78

Amusements, recreation services

No. of establishments: 1977 82 1972 76

Receipts: ($1,000's) 1977 $ 6,106 % of state 2.25

1972 $ 4,405 % of state 2.50

[m] U.S., Bureau of the Census

LA CROSSE COUNTY - A DESCRIPTION

La Crosse County didn't keep pace with the state in population growth during the 1950's, due probably entirely to a plant closing. In recent years the economy has come on strong, and significant growth is reported.

The name La Crosse is of French origin. Explorers saw Indians playing a game on a prairie that stretched for two miles from the Mississippi River to the bluffs. It reminded them of a French game called "la crosse"—hence the name of the county and the city.

The early settlers engaged in lumbering. This was started on the Black River in 1841. By 1853 more than thirty sawmills were operating. The lumber business gave rise to many settlements, of which La Crosse was the largest. By the 1850's La Crosse was known as the "Gateway City," a focal point for roads and river traffic.

The Milwaukee Road was completed to La Crosse in 1858, linking the Mississippi and Lake Michigan. The following decade, the Burlington was built into the city from the south, and in the 1870's the Chicago & North Western came in from the southeast. The county, thus, was on the main line of three major railroads between the Twin Cities, Milwaukee and Chicago. With the river, the railroads and the road network (including I-90), La Crosse County continues to hold a strategic position as a transportation center. One of the nation's largest trucking firms is headquartered at La Crosse.

The county has spectacular scenery—a panorama of the great river, of coulees and rolling hills and valleys, sprinkled with contoured farms. The scenery attracts tourists.

Although the proportion of the population engaged in agriculture is below the state average, farming is still important. Sales per farm in 1977 were above the state average. There are fewer farms than formerly, and these are larger in size, realizing higher sales per farm. Dairying is the main source of farm income, but livestock (including beef cattle) is also important.

Retail trade surpassed 350 million dollars in 1977. Per capita sales were $800 above the state average. La Crosse is an important trading center, serving adjacent counties in Minnesota and Iowa, as well as Wisconsin.

Foresters classify 33 percent of the land as forested. Red oak, white oak, and elm are the leading species. Earlier studies have indicated that this county, with its neighbors, has a sizable surplus of sawtimber, but it is hard to harvest it in this hilly region.

In 1977 the only mineral production reported was sand and gravel and crushed limestone.

La Crosse County was at the turn of the century a great woodworking center. Machinery is now predominant. It is supplemented by food industries, rubber goods, plastic items, apparel, and various other production. The heating and air conditioning firm is much the largest employer.

The county registered a severe out-migration during the 1950's. About 6,100 more persons moved out than moved into the county. Closing of a large plant (Electric Auto-Lite) was behind this. In the sixties a small net movement into the county was recorded. Nonresident students at UW-La Crosse would account for this. The 1978 estimate on page 1 shows considerable growth in the 1970's, involving substantial in-migration.

Notice the statistics for construction. Figures for commercial building, for amusements and recreation, and for lodging are all remarkably high. This shows that the whole economy—not just manufacturing—is growing.

UW-La Crosse, is a major economic as well as educational asset. La Crosse also has a Vocational and Adult Education technical institute.

Scheduled flights are available at La Crosse.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	128	116	111
Employees (1,000's)	9.5	8.4	8.3
% of state	1.75	1.68	1.62
Total payroll ($ millions)	$ 111.7	$ 69.5	$ 54.3
% of state	1.51	1.47	1.52
Avg. earnings/hr., prod. workers	$ 5.29	$ 3.53	$ 2.95
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 244.3	$ 123.9	$ 108.6
% of state	1.46	1.31	1.55
New mfg. capital expenditures ($ millions)	$ 21.4	$ 7.8	$ 14.3
% of state	1.80	1.46	2.82
Value of shipments ($ millions)	$ 467.0	$ 244.5	$ 216.7
% of state	1.20	1.15	1.40

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	8	4	2	1	1
Textiles, apparel, leather	2	1	0	0	2
Wood products, furniture	9	1	1	0	2
Paper, paper prods.	1	0	0	0	0
Chemicals, petrol., rubber & plastics	4	0	0	2	2
Metalworking, mach., transport. equip.	26	2	6	4	2
Printing & publishing	12	4	1	2	0
All other types	16	4	1	0	1

Factory jobs per 1,000 population, June, 1978

County 126 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
The Trane Co.	La Crosse	Air conditioning, refrigeration	3,900-3,999
La Crosse Rubber Mills Co.	La Crosse	Rubber, canvas, vinyl footwear	850-899
G. Heileman Brewing Co.	La Crosse	Beer	700-799
La Crosse Garment Mfg. Co.	La Crosse	Jackets, sleeping bags, etc.	450-499
Norplex (UOP)	La Crosse	Industrial laminated plastics, etc.	300-349
Outers Laboratories, Inc.	Onalaska	Lubrication equipment, etc.	300-349
Northern Engraving Co.	West Salem	Plastic products	300-349
Metallics Inc.	Onalaska	Nameplates	250-299
Webster Lumber Co.	Bangor	Millwork, railroad ties, etc.	250-299
Machine Products Co. Inc.	La Crosse	Jet engine components, precision machinery	200-249

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
La Crosse Lutheran Hospital	La Crosse	Hospital	1,300-1,399
St. Francis Hospital, Inc.	La Crosse	Hospital	1,200-1,299
University of Wisconsin—La Crosse	La Crosse	University	1,000-1,099
Gundersen Clinic	La Crosse	Medical care	650-699
Gateway Foods, Inc.	La Crosse	Food wholesaler	350-399

MANUFACTURING — ANALYSIS

Closing of a couple of large plants 15-20 years ago created a sort of defensive local attitude for some years. In the last decade or so this has been among the counties with the best economic development record. Several major capital expenditures have been announced in the last 2-3 years. The Trane Co., a giant in its field, has expanded here, while branching out regionally. The brewing company has been investing heavily. Jobs have been in the 10,500-11,000 range recently (1979).

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 21,431	% of state	1.45
Per capita [r]	$ 245	State avg. $	320
Full value rate [s]	$ 19.69	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 1,212	% of state	1.65
Per capita [r]	$ 13,900	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 78,096	% of state	2.19

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 18,613	1.66
Corporate income	$ 5,146	1.95
Sales and use	$ 12,794	1.81

State Shared Taxes	($1,000's)	% of state
Total	$ 5,199	1.71
State Aids		
Payment to school districts	$ 10,650	1.69
Health & social services (co. govt. only)	$ 7,104	1.66
Transportation	$ 1,655	1.37

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Bangor, vil.	974	1,022	4.9
Holmen, vil.	1,081	2,362	118.5
Rockland, vil.	278	315	13.3
West Salem, vil.	2,180	3,169	45.4
La Crosse, city	50,286	48,332	-3.9
Onalaska, city	4,909	7,350	49.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 3,503 % of state 2.56

Valuation per unit, 1978:

$ 44,177 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 43,205 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	528	89,841	2.53
Manufacturing	71	16,862	1.79
Commercial	165	28,306	3.65
Amusement & recreation	20	3,357	2.84
Hotels, motels, etc.	5	1,301	2.62

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 303,400. Great Lakes/Mississippi shoreline 20 miles.

Acreage of named lakes 764. Total number of lakes 15; Lakes with public access 3

Total public land designated for recreation use 20,861 acres. Federal- 11,691 acres; State- 6,157 acres; County- 1,279 acres; Other public areas [y] 1,734 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 58. Canoe pick-up services 2

Swimming [z] 8 areas

Fishing: Sample of fish caught— panfish, walleye, trout, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 185 sites

Major hiking trails 0 miles

Bicycling trails 241 miles

Snowmobiling trails open to public use 16 miles

Downhill skiing [z] 1 areas, 13 runs

Cross country skiing [z] 1 areas, 7 miles

Hunting 25,395 acres

OF SPECIAL INTEREST Grandad Bluff, Hamlin Garland House, Hixon House Historical Museum, Upper Mississippi Nat'l Wildlife Refuge

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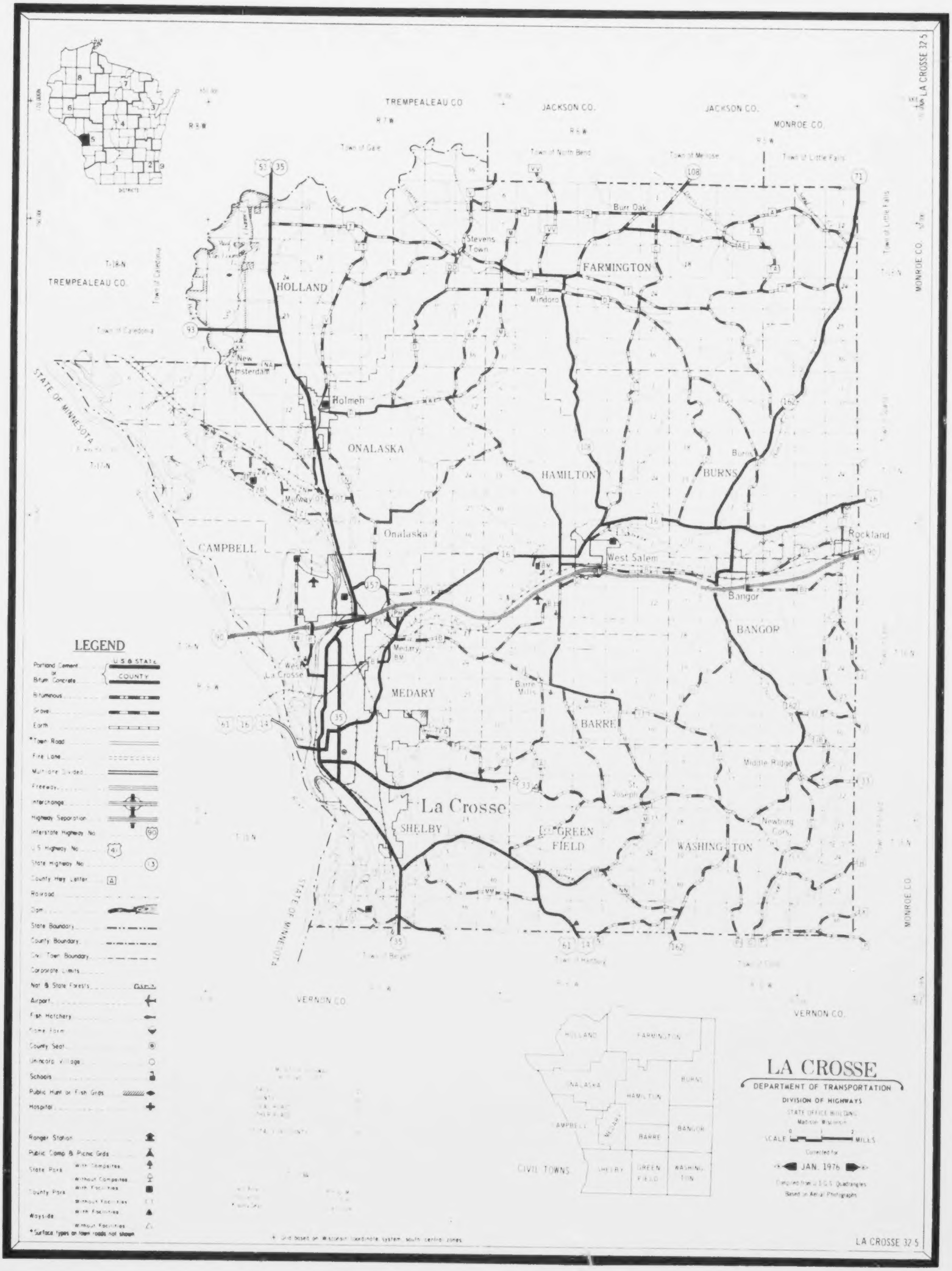
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LA CROSSE 32.5
TREMPEALEAU CO.
JACKSON CO.
JACKSON CO.
MONROE CO.
R 8 W
R 7 W
R 6 W
R 5 W
Town of Gale
Town of North Bend
Town of Melrose
Town of Little Falls
Town of Caledonia
T 18 N
TREMPEALEAU CO.
Burr Oak
Stevens Town
FARMINGTON
HOLLAND
Mindoro
New Amsterdam
Holmen
STATE OF MINNESOTA
ONALASKA
HAMILTON
BURNS
Burns
Midway
Onalaska
CAMPBELL
West Salem
Rockland
Bangor
BANGOR
West La Crosse
Medary
MEDARY
Barre Mills
BARRE
Middle Ridge
St. Joseph
La Crosse
SHELBY
GREEN FIELD
WASHINGTON
Newburg Cors.
STATE OF MINNESOTA
MONROE CO.
MONROE CO.
Town of Bergen
Town of Hamburg
VERNON CO.
VERNON CO.
53
35
93
108
71
157
16
90
61
14
33
162
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park With Campsites
Without Campsites
County Park With Facilities
Without Facilities
Wayside With Facilities
Without Facilities
*Surface types on town roads not shown
CIVIL TOWNS
HOLLAND
FARMINGTON
ONALASKA
HAMILTON
BURNS
CAMPBELL
MEDARY
BARRE
BANGOR
SHELBY
GREEN FIELD
WASHINGTON
LA CROSSE
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
LA CROSSE 32.5

58703

LAFAYETTE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

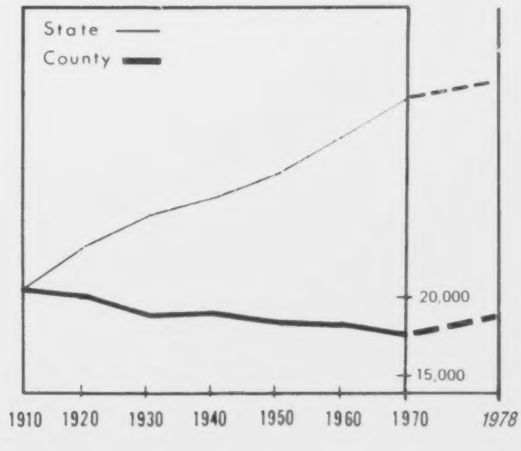
LAFAYETTE

Agriculture is king in this southwestern county—part of the Corn Belt. A relatively new factory caused a quantum leap (for this area) in factory jobs, but as of early 1980 it seemed likely that it would close permanently. The zinc and lead mining industry seems to be at a standstill, and may be a thing of the past. Population appears to be about stationary at this time.

POPULATION

1978 population [a]	18,459	% of state	0.40
1970 population [b]	17,456	% of state	0.40
1970-78 change (%)	5.7	State change	5.3 %
Net migration, 1960-70	2,172 out-		
Density, 1978	28.7 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	3,550	3,380	40	37	39	34
18-44	2,512	2,375	29	33	27	34
45-64	1,721	1,693	20	20	20	20
65 & over	990	1,235	11	10	14	12
Total	8,773	8,683	100%		100%	

Median age 27.3; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,734; State $ 10,068

Income Groups:	County %	State %
Under $4,000	18	13
$10,000 & over	31	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 109,433; % of state 0.34

Per capita $ 6,193; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 33,223
Gov'nt: state & local	$ 8,711
Retail trade	$ 5,337

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	3,508	$ 155	335
Major Groups:			
Construction	123	$ 179	27
Manufacturing	626	$ 165	25
Transp., Util.	263	$ 246	32
Wholesale trade	330	$ 180	29
Retail trade	553	$ 122	101
Finance, Ins., etc.	124	$ 150	21
Services	280	$ 100	50
Government	1,123	$ 143	42

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	1,957	1,821	24.8	4.9
Nonfarm Proprietors	722	760	10.4	6.2
Wage & Salary Employment (major groups):				
Farm	606	876	11.9	2.1
Construction	53	116	1.6	3.4
Manufacturing	127	469	6.4	24.9
Transp., Util.	241	249	3.4	3.9
Wholesale trade	126	354	4.8	4.1
Retail trade	623	584	8.0	14.8
Finance, Ins., etc.	70	102	1.4	3.8
Services	427	506	6.9	15.9
Government	1,247	1,355	18.5	15.5
Total (Employment)	6,266	7,334	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,590	380,500
1977	1,600	380,700

% of land in farms, 1978	93	State 54 %
Avg. size of farms, 1978	239 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	162 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 899	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 47,510	State avg. $ 32,493
Total ($1,000's)	$ 76,016	% of state 2.4

Major Groups	($1,000's)	% of State
Dairy products	$ 42,060	2.2
Meat animals	$ 25,556	5.1
Poultry & eggs	$ 264	0.2
Field crops	$ 7,031	2.4
All vegetables	$ 87	0.05
Specialty crops	$ 603	0.5

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 34,900

% of land area 8 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		0
Other softwoods	632	1,075	0
Oak	14,354	50,610	99
Maple (hard)	1,390	4,405	14
Aspen	3,105	5,853	0
Other hardwoods	9,370	20,391	52

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Zinc, stone, lead

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]
County 128 State 2,300

---

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		172	1972	222
Sales ($1,000's):	1977	$ 25,402	% of state	0.17
	1972	$ 21,382	% of state	0.23
Sales per capita, 1977: Co.		$ 1,373	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ W	—
Foods	$ 7,156	0.23
Automotive	$ 7,312	0.23
Gas stations	$ 2,582	0.21
Apparel	$ 764	0.14
Furnit., house equip.	$ 409	0.06
Eating & drinking places	$ 2,752	0.18
Drug stores	$ 485	0.13
Miscellaneous	$ 1,558	0.13

WHOLESALE TRADE

No. of establishments: 1977	45	1972	55
Sales ($1,000's): 1977	$ 42,628	% of state	0.22
1972	$ 29,289	% of state	0.27

SERVICE INDUSTRIES

No. of establishments: 1977	119		
Total receipts, 1977 ($1,000's)	$ 3,725	% of state	0.16
Hotel, motels, recreation camps			
No. of establishments: 1977	5	1972	4
Receipts: ($1,000's) 1977	$ 79	% of state	0.03
1972	$ W	% of state	—
Amusements, recreation services			
No. of establishments: 1977	14	1972	11
Receipts: ($1,000's) 1977	$ 502	% of state	0.18
1972	$ 310	% of state	0.18

---

[m] U.S., Bureau of the Census

LAFAYETTE COUNTY - A DESCRIPTION

Official state estimates are showing some population gain (page 1). Federal demographers are saying that there has been little or none since 1970. Population remained unchanged during the decade of the 1950's, then declined some in the 1960's. The 1970 figure of 17,456 represented a long, slow decline from the peak of 22,659, reached in 1870. The early peak here and in neighboring Iowa County was due to the boom in lead mining around the time of the Civil War. Such population stability is rather unusual; most rural counties lost population, often heavily, in earlier decades. With a population density of 29 persons per square mile and no populated areas with more than 2,500 inhabitants, Lafayette definitely is a rural county.

Layfette County is in the southwestern part of the state; its southern boundary is the Wisconsin-Illinois state line. Rolling or undulating land is characteristic of the county, although there is some hilly country and also some level land. The last glacial advance did not reach this section of Wisconsin.

The degree of industrialization is extremely light. Until recently, virtually all of the manufacturing in Layfayette County was concerned with the processing of agricultural products, notably the production of cheese, butter, and other milk products. The new plant making auto clocks added a new dimension, but as of early 1980 it is believed that it will close permanently.

Typical of a rural area, the county has a disproportionately large number of residents under 18 years of age and over 65, with a smaller number in the middle ranges, when compared with the age distribution of the entire state. This results from a lack of job opportunities in a largely agricultural economy, where fewer and fewer men are required to work the land. The natural increase in population is lost; in the 1950-60 period, 2,891 more persons moved out of the county than moved in. The 1960-70 figure was 2,171. The automobile may be credited with holding down the out-migration loss and in maintaining population stability. Residents commute across the county line to factory jobs elsewhere. In 1970, for every resident working at a job in manufacturing within the county, about eight worked outside.

Median family income was well below the state average in 1969. However, one should not infer that living standards are low. Cash income figures do not reflect the value of the family's food grown on the farm or the value of farm housing. In 1977, farming accounted for 37 percent of the jobs available in the county.

Lafayette County farms had average sales of $47,500 in 1977—far above the state average. The county lies within the corn belt, and is an important producer of beef cattle and hogs as well as of milk. Cash cropping is gaining in importance. As is true throughout the state, farms are fewer and larger almost every year. These figures seem at the moment to be stabilizing.

Woodlands account for only 8 percent of the land area, compared with 43 percent for the state as a whole. The leading species are red oak, white oak and elm.

In 1977, retail sales per capita were only $1,373, compared with a state average of $3,226. Personal income was very much higher than the sales figures would suggest. The lack of large trading centers undoubtedly means that residents do much of their shopping outside the county.

Minerals produced include zinc, lead, and crushed limestone. The degree of mining activity fluctuates with metal prices. As of early 1980, the zinc and lead firms are inactive. Mining rather than farming brought the first settlers to the region. The first settlement was in 1824. The first capital of Wisconsin Territory was near Belmont, but this was soon moved to Madison. The county takes its name from the Marquis de Lafayette, the Frenchman who served with the American army in the Revolutionary War.

It seems likely that the degree of industrialization will increase, since the county's western border is only 10 miles from the Mississippi River, and the eastern border some 100 miles from Lake Michigan. The opportunity to locate in a rural county within a reasonable distance from the Milwaukee-Chicago lakeshore industrial complex ought to appeal to some manufacturers. Chicago interests that "discovered" Grant County in recent years may look more closely at Lafayette next time around.

There is uncertainty about future rail service—as of early 1980. Readers concerned with this matter will want to get current information. Residents have to travel some distance for scheduled flights—possibly Madison, the Rock County Airport, or to Dubuque (Iowa).

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	NA	31	36
Employees (1,000's)	—	.1	.1
% of state	NA	0.02	0.02
Total payroll ($ millions)	$ NA	$ .8	$ .4
% of state	—	0.02	0.01
Avg. earnings/hr., prod. workers	$ NA	$ 3.00	$ 1.50
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 3.8	$ .8
% of state	—	0.04	0.01
New mfg. capital expenditures ($ millions)	$ NA	$ .1	$ NA
% of state	—	0.02	—
Value of shipments ($ millions)	$ NA	$ 10.6	$ 5.5
% of state	—	0.05	0.04

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	17	0	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	0	0	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	1	0	1	0	0
Printing & publishing	5	0	0	0	0
All other types	1	0	0	0	1

Factory jobs per 1,000 population, June, 1978

County 28 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Argyle Industries, Inc.	Argyle	Auto parts rebuilder	50-69
Roelli Cheese Co., Inc	Gratiot	Cheese	20-29
Grande Cheese Co.	Darlington	Cheese	20-29
Carr Cheese Factory	Cuba City	Cheese	10-19
Alphorn Cheese Co.	Wiota	Cheese	10-19
Schullsburg Creamery Inc.	Shullsburg	Cheese	10-19
Biggs Cheese Factory	Argyle	Cheese	10-19
Republican-Journal	Darlington	Newspaper, printing	0-9
Blade Atlas & Democrat	Blanchardville	Newspaper, printing	0-9
Brunkow Cheese Coop	Fayette	Cheese	0-9

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
Freymiller Trucking, Inc.	Shullsburg	Trucking	70-99
Memorial Hospital	Darlington	Hospital	70-99
Al's Trucking Co., Inc.	Darlington	Roadbuilding, transportation	50-69
Trumpy Cheese Co., Inc.	Blanchardville	Cheese distributor	50-69
Mc-Mor-Han Trucking Co., Inc.	Shullsburg	Trucking	50-69

MANUFACTURING — ANALYSIS

Lafayette County doesn't have much manufacturing, but jobs increased from 117 in June 1972 to 642 in March 1979. A plant to make auto clocks, obtained after 1972, had at times over 400 jobs before it became a victim of a changed auto demand situation, and is expected to close in 1980. Lots of cheese is made. The principal zinc mines in the county are closed, with no plans for reopening.

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[n] U.S. Bureau of Census, *Census of Manufacturers*
[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)
[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 6,222	% of state	0.42
Per capita [r]	$ 336	State avg. $	320
Full value rate [s]	$ 16.74	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 409	% of state	0.56
Per capita [r]	$ 22,100	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,256	% of state	0.06

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 3,147	0.28
Corporate income	$ 503	0.19
Sales and use	$ 2,475	0.35

State Shared Taxes	($1,000's)	% of state
Total	$ 1,095	0.36
State Aids		
Payment to school districts	$ 2,584	0.41
Health & social services (co. govt. only)	$ 802	0.19
Transportation	$ 876	0.72

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Argyle, vil.	673	702	4.3
Belmont, vil.	688	839	22.0
Benton, vil.	873	959	9.8
Blanchardville, vil.*	794	782	-1.5
Gratiot, vil.	249	292	17.3
South Wayne, vil.	436	542	24.3
Darlington, city	2,351	2,410	2.5
Shullsburg, city	1,376	1,466	6.5

*Total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 60 % of state 0.04

Valuation per unit, 1978:

$ 34,561 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 29,595 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	59	6,793	0.19
Manufacturing	7	1,759	0.19
Commercial	16	1,111	0.14
Amusement & recreation	1	275	0.23
Hotels, motels, etc.	1	35	0.07

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 411,500; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 513; **Total number of lakes** 8; **Lakes with public access** 4

Total public land designated for recreation use 2,651 acres; **Federal-** 0 acres; **State-** 2,415 acres; **County-** 116 acres; **Other public areas** [y] 120 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 48; **Canoe pick-up services** 2

Swimming [z] 5 areas

Fishing: Sample of fish caught— bass, panfish, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 430 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 4 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 1,929 acres

OF SPECIAL INTEREST Belmont, First Capitol State Park, Pecatonica Water Trail, St. Augustine's Church

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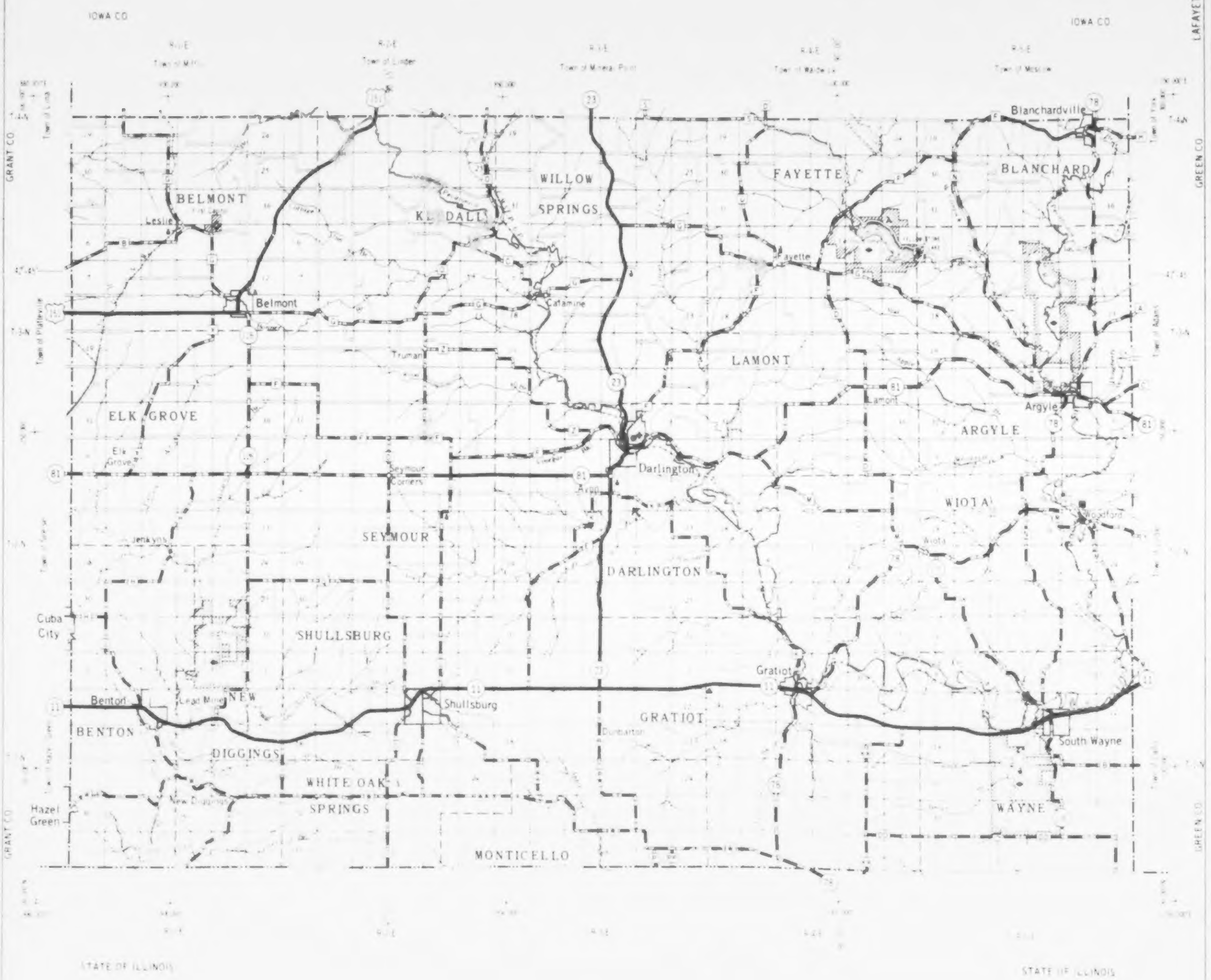
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


IOWA CO.
IOWA CO.
GRANT CO.
GREEN CO.
BELMONT
KENDALL
WILLOW SPRINGS
FAYETTE
BLANCHARD
Blanchardville
Leslie
Belmont
Calamine
Fayette
LAMONT
Lamont
Truman
ELK GROVE
Elk Grove
Argyle
ARGYLE
Darlington
Seymour Corners
Avon
WIOTA
Wiota
Woodford
SEYMOUR
Jenkyns
DARLINGTON
Cuba City
SHULLSBURG
Gratiot
Benton
Lead Mine
NEW DIGGINGS
Shullsburg
GRATIOT
BENTON
Dunbarton
South Wayne
WHITE OAK SPRINGS
New Diggings
Hazel Green
WAYNE
MONTICELLO
STATE OF ILLINOIS
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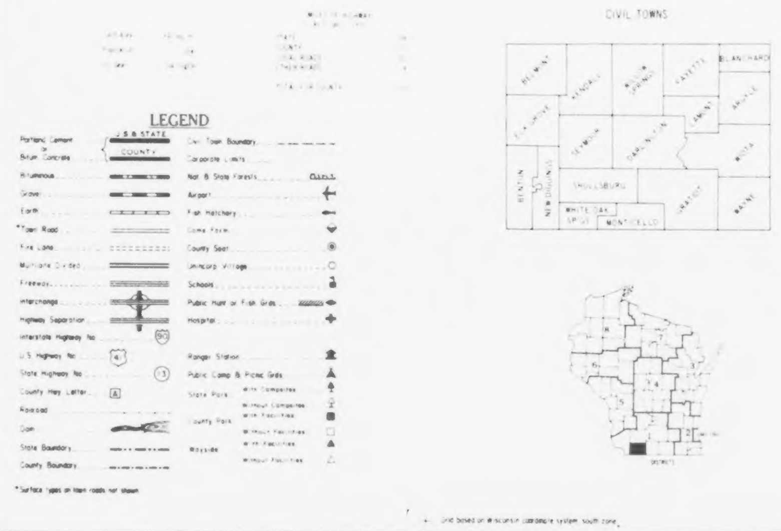

LEGEND
CIVIL TOWNS
BELMONT
KENDALL
WILLOW SPRINGS
FAYETTE
BLANCHARD
ELK GROVE
LAMONT
ARGYLE
SEYMOUR
DARLINGTON
WIOTA
BENTON
NEW DIGGINGS
SHULLSBURG
GRATIOT
WAYNE
WHITE OAK SPGS
MONTICELLO

TOWNSHIP NUMBERING

LAFAYETTE CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS

SCALE 0 1 2 MILES

JAN 1976

Compiled from U.S.G.S. Quadrangles

Based on Aerial Photographs

6

-S8703 S8690

LANGLADE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

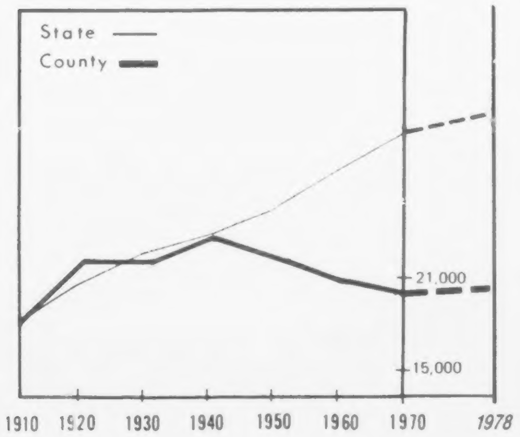
LANGLADE

This county has a diversified economic base. It has some land that is especially suited to potato farming. There are a fair number of factory jobs. The forests are a big asset, and the lakes provide some opportunities for recreational investments. Antigo has area commercial importance.

POPULATION

1978 population [a]	19,719	% of state	0.42
1970 population [b]	19,220	% of state	0.44
1970-78 change (%)	2.6	State change	5.3 %
Net migration, 1960-70	2,492 out-		
Density, 1978	23.0 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	3,661	3,481	39	37	36	34
18-44	2,489	2,629	26	33	27	34
45-64	1,989	2,167	21	20	22	20
65 & over	1,292	1,512	14	10	15	12
Total	9,431	9,789	100 %		100 %	

Median age 30.0; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,111; State $ 10,068

Income Groups:	County %	State %
Under $4,000	23	13
$10,000 & over	29	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 104,082; % of state 0.33

Per capita $ 5,351; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 14,705
Manufacturing	$ 12,655
Retail trade	$ 11,284

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	5,679	$ 163	487
Major Groups:			
Construction	190	$ 219	48
Manufacturing	1,502	$ 170	51
Transp., Util.	221	$ 224	33
Wholesale trade	417	$ 187	42
Retail trade	1,287	$ 132	160
Finance, Ins., etc.	154	$ 189	21
Services	858	$ 131	92
Government	822	$ 187	26

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	823	707	8.7	4.9
Nonfarm Proprietors	698	754	9.3	6.2
Wage & Salary Employment (major groups):				
Farm	576	774	9.5	2.1
Construction	143	170	2.1	3.4
Manufacturing	840	1,267	15.6	24.9
Transp., Util.	257	257	3.2	3.9
Wholesale trade	304	475	5.8	4.1
Retail trade	1,174	1,270	15.6	14.8
Finance, Ins., etc.	118	145	1.8	3.8
Services	972	1,089	13.4	15.9
Government	1,321	1,200	14.8	15.5
Total (Employment)	7,228	8,121	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	670	156,200
1977	680	158,000

% of land in farms, 1978	29	State 54 %
Avg. size of farms, 1978	233 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	107 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 474	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 41,986	State avg. $ 32,493
Total ($1,000's)	$ 28,551	% of state —

Major Groups	($1,000's)	% of State
Dairy products	$ 13,099	0.7
Meat animals	$ 1,686	0.3
Poultry & eggs	$ 198	0.2
Field crops	$ 454	0.2
All vegetables	$ 10,542	5.8
Specialty crops	$ 1,727	1.4

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 395,900

% of land area 72 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	9,559	35,545	61
Other softwoods	53,357	89,436	262
Oak	4,921	11,875	136
Maple (hard)	49,841	162,480	1,247
Aspen	58,152	45,776	3,725
Other hardwoods	111,248	155,109	2,138

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ Withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]
County 0 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	288	1972	289
Sales ($1,000's): 1977	$ 68,756	% of state	0.46
1972	$ 40,913	% of state	0.44
Sales per capita, 1977: Co.	$ 3,512	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 6,028	0.61
Gen. merchandise	$ 3,292	0.17
Foods	$ 18,140	0.58
Automotive	$ 16,390	0.53
Gas stations	$ 6,878	0.55
Apparel	$ 3,356	0.60
Furnit., house equip.	$ 967	0.14
Eating & drinking places	$ 6,464	0.43
Drug stores	$ 1,008	0.26
Miscellaneous	$ 6,233	0.40

WHOLESALE TRADE

No. of establishments: 1977	53	1972 58
Sales ($1,000's): 1977	$ 62,692	% of state 0.32
1972	$ 26,126	% of state 0.24

SERVICE INDUSTRIES

No. of establishments: 1977	146	
Total receipts, 1977 ($1,000's)	$ 7,493	% of state 0.27
Hotel, motels, recreation camps		
No. of establishments: 1977	23	1972 31
Receipts: ($1,000's) 1977	$ 1,182	% of state 0.43
1972	$ 1,257	% of state 0.73
Amusements, recreation services		
No. of establishments: 1977	21	1972 12
Receipts: ($1,000's) 1977	$ 1,437	% of state 0.53
1972	$ 554	% of state 0.31

[m] U.S., Bureau of the Census

LANGLADE COUNTY - A DESCRIPTION

Langlade has a more diversified economic base than most northern Wisconsin counties do. Agriculture, manufacturing, forestry, and the tourist-recreation business all contribute income to the inhabitants.

Yet, the county has generally lost population since 1940. It has probably increased a little since 1970. Population density of 23 per square mile is midway between that of a typical southern Wisconsin agricultural area and a northern Wisconsin forest region.

A northern extension of sandy loam soil, nearly level and well suited for potato growing, accounts for much of the success of agriculture this far north. Langlade ranks second in potato production among Wisconsin counties—Portage first. Large areas of the county are not suitable for farming, but where farms are found, many of them are good. Sales of crops (mainly potatoes) often are higher than those of dairy products, which is a rather unusual situation for a Wisconsin county. Irrigation helps to increase yield for some of the potato farmers. With the help of a good year for potato farmers, the farm sector topped manufacturing as a source of income in 1977.

A population loss of 3.5 percent during the decade of the 1960's supports the assumption that young people, in particular, have not been finding enough good job opportunities. There is a considerable deficit in the 18-44 age group. Net out-migration was about 5,440 between 1950 and 1960 and still almost 2,500 in the sixties. The 1978 population estimate on page 1 doesn't indicate much growth recently; one by Federal demographers is even lower.

Family incomes averaged $7,111, compared with the statewide average of $10,068, in 1969. The county figure is about average for this section of Wisconsin. The 1977 estimate of personal income was .33 percent of the state's income, for .42 percent of its population.

Retal trade is strong in Langlade County, with per capita sales running higher than the state average. This reflects purchases by tourist-vacationers, and also the ability of Antigo to draw buyers from neighboring counties. The foods group is strong, but also apparel.

Farming, combining proprietors and farm laborers, was still in 1977 the largest employer in the county. Jobs in manufacturing spurted after the 1974-75 recession, but were fewer in 1979 than in 1978. Most industry is related to processing of agricultural and forest products. Some years ago, AMRON put a branch plant near Antigo to make shell cases. A maker of fishing tackle has grown.

Langlade ranks high among Wisconsin counties in output of sawlogs and veneer logs. About 72 percent of the land area is in forest, compared with a statewide average of 43 percent. Leading species include hard maple, elm, aspen, and various softwoods.

The county is named for Charles de Langlade, a Revolutionary War veteran who lived in Green Bay. Lumbering began shortly before the Civil War; the early farmers sold their produce to the lumber camps, and worked in the woods in the winter. The county was organized in 1879, but agriculture did not become important until the county was opened up by the arrival in 1883 of a railroad, which later became part of the Chicago & North Western system.

In addition to the C. & N. W., Langlade County is served by the Soo Line. U.S. Highway 45 crosses the county, north-south. Natural gas is available at Antigo. The airports at Mosinee or Rhinelander are probably the most convenient for scheduled air service.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	50	40	49
Employees (1,000's)	1.3	1.2	1.3
% of state	0.24	0.24	0.25
Total payroll ($ millions)	$ 11.2	$ 7.3	$ 5.6
% of state	0.15	0.15	0.16
Avg. earnings/hr., prod. workers	$ 4.25	$ 2.68	$ 2.10
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 28.4	$ 15.8	$ 8.9
% of state	0.17	0.17	0.13
New mfg. capital expenditures ($ millions)	$ 1.3	$ 2.8	$ 6
% of state	0.11	0.52	0.12
Value of shipments ($ millions)	$ 72.0	$ 48.2	$ 31.9
% of state	0.18	0.23	0.21

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	5	2	0	1	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	18	5	1	0	0
Paper, paper prods.	0	1	0	0	0
Chemicals, petrol., rubber & plastics	3	0	1	0	0
Metalworking, mach., transport. equip.	3	2	1	1	0
Printing & publishing	2	2	0	0	0
All other types	2	1	1	1	0

Factory jobs per 1,000 population, June, 1978

County 72 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Sheldon's, Inc.	Antigo	Fishing tackle	200-249
Baker Canning Co.	Antigo	Canned vegetables (seasonal)	150-199
AMRON Corp. (Nasco)	Antigo	Shell casings	100-149
Kraft Foods	Antigo	Milk products	100-149
Yawkey-Bissel Hardwood Flooring Co.	White Lake	Hardwood flooring, lumber	100-149
Weinbrenner Shoe Corp.	Antigo	Shoes	70-99
Vulcan Corp.	Antigo	Bowling pins	70-99
Duffek Sand & Gravel, Inc.	Antigo	Ready-mix concrete	70-99
Kretz Lumber Co., Inc.	Summit	Wood products	30-49
Nortech, Inc.	Antigo	Material handling equipment	30-49

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Langlade Co. Hospital	Antigo	Hospital	200-249
Copps	Antigo	General merchandise	50-69
All-Car Distributors, Inc.	Antigo	Auto parts, supplies	50-69
Lockwood Corp.	Antigo	Farm equipment dealer	50-69
Antigo Super Market, Inc.	Antigo	Grocer	50-69

MANUFACTURING — ANALYSIS

Factory job totals haven't changed much in this county for many years. Some companies waxed, while others waned. After the 1974-5 recession there was a noticeable increase, with a figure of 1,426 in June 1978. The makers of fishing tackle had lots to do with this. Jobs in the county have decreased since then, but there are still some rather significant expansion projects in the works.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 5,040	% of state	0.34
Per capita [r]	$ 257	State avg. $	320
Full value rate [s]	$ 19.49	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 285	% of state	0.39
Per capita [r]	$ 14,500	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 4,885	% of state	—

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,792	0.25
Corporate income	$ 699	0.26
Sales and use	$ 2,515	0.36

State Shared Taxes	($1,000's)	% of state
Total	$ 1,050	0.35
State Aids		
Payment to school districts	$ 3,436	0.55
Health & social services (co. govt. only)	$ 1,679	0.39
Transportation	$ 875	0.72

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
White Lake, vil.	309	310	0.3
Antigo, city	9,005	8,551	-5.0

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 441 % of state 0.30

Valuation per unit, 1978:

$ 30,924 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 25,210 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	143	13,343	0.37
Manufacturing	26	1,934	0.21
Commercial	47	4,932	0.64
Amusement & recreation	7	322	0.27
Hotels, motels, etc.	2	71	0.14

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 557,440; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 5,445; Total number of lakes 567, Lakes with public access 87

Total public land designated for recreation use 170,067 acres. Federal- 32,236 acres; State- 11,744 acres; County- 121,773 acres; Other public areas [y] 4,314 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 80; Canoe pick-up services 6

Swimming [z] 40 areas

Fishing: Sample of fish caught— panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 499 sites

Major hiking trails 22 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 406 miles

Downhill skiing [z] 1 areas, 5 runs

Cross country skiing [z] 4 areas, 21 miles

Hunting 212,552 acres

OF SPECIAL INTEREST Deleglise Cabin, Langlade Co. Historical Museum, Nicolet National Forest, Old World Front Shopping District, Wolf River National Wild River

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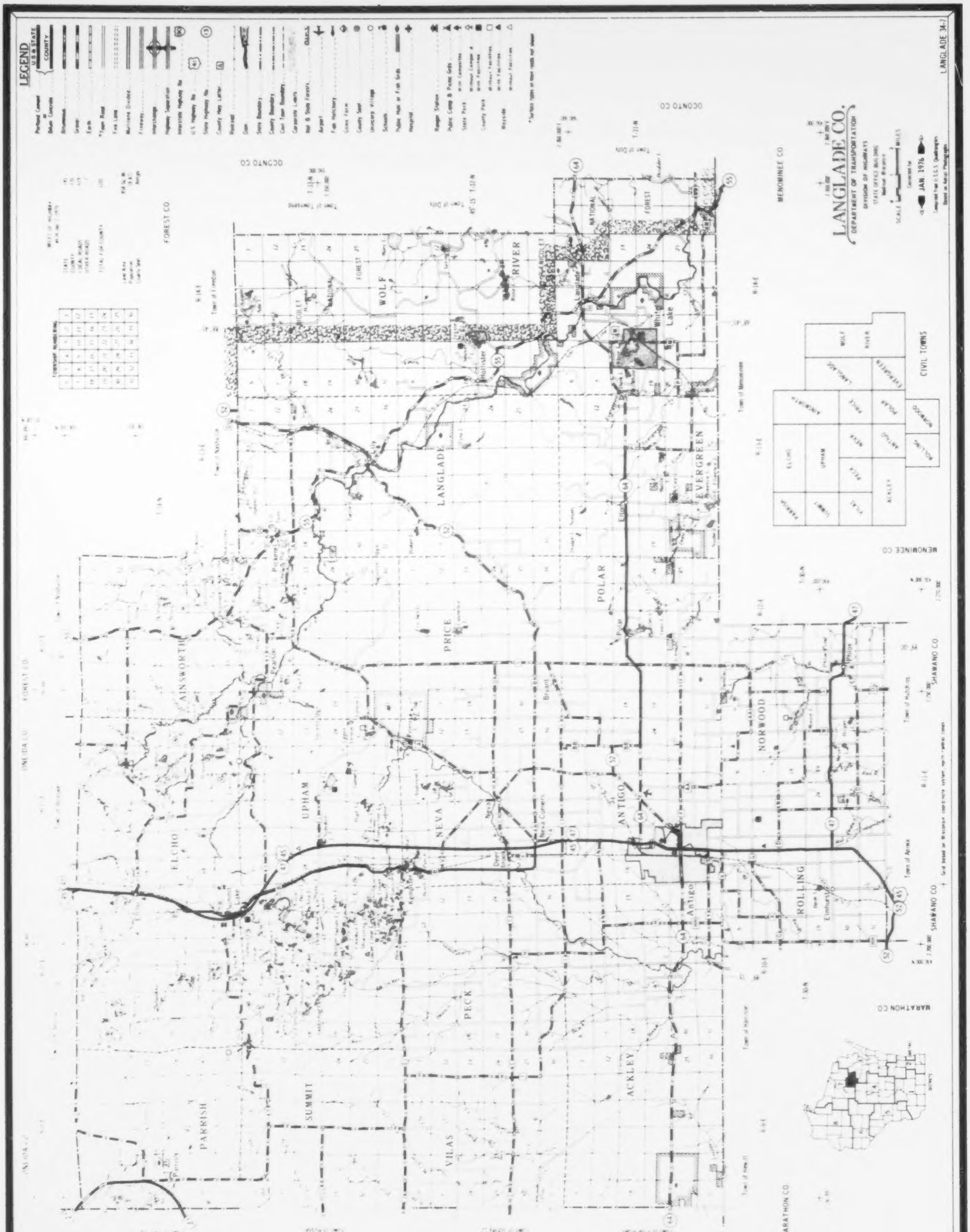
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LANGLADE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN. 1976
LANGLADE 34-7
LEGEND
CIVIL TOWNS
ONEIDA CO.
FOREST CO.
OCONTO CO.
MENOMINEE CO.
SHAWANO CO.
MARATHON CO.
LINCOLN CO.
PARRISH
ELCHO
AINSWORTH
SUMMIT
UPHAM
VILAS
PECK
NEVA
PRICE
LANGLADE
WOLF RIVER
POLAR
ANTIGO
ACKLEY
EVERGREEN
NORWOOD
ROLLING
Antigo
Elmhurst
Phlox
White Lake
Hollister
Neva Corners
NATIONAL FOREST

S8703 S8690

LINCOLN COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

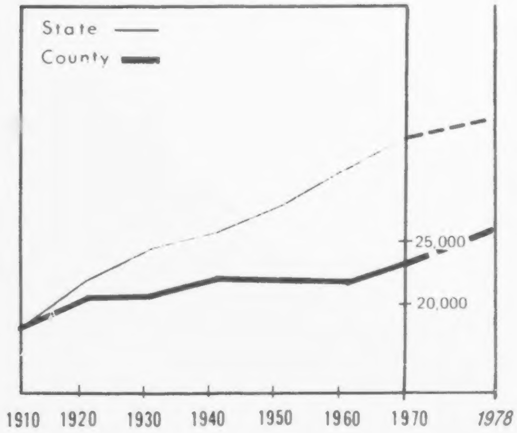
LINCOLN

The county is blessed with factory jobs, largely in paper products and woodworking. Considerable population growth is taking place. The Wisconsin River is the main feature of the area. Man-made reservoirs on the river and some natural lakes provide recreational opportunities.

POPULATION

1978 population [a]	25,951	% of state	0.56
1970 population [b]	23,499	% of state	0.53
1970-78 change (%)	10.4	State change	5.3 %
Net migration, 1960-70	563 out-		
Density, 1978 28.8	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	4,307	4,151	37	37	35	34
18-44	3,298	3,466	29	33	29	34
45-64	2,439	2,661	21	20	22	20
65 & over	1,513	1,664	13	10	14	12
Total	11,557	11,942	100%		100%	

Median age 31.0; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,290; State $ 10,068

Income Groups:	County %	State %
Under $4,000	18	13
$10,000 & over	34	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 141,119; % of state 0.44

Per capita $ 5,682; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 41,874
Services	$ 12,480
Retail trade	$ 10,347

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	8,526	$ 178	587
Major Groups:			
Construction	340	$ 224	70
Manufacturing	3,604	$ 231	67
Transp., Util.	204	$ 222	31
Wholesale trade	146	$ 229	30
Retail trade	1,392	$ 122	187
Finance, Ins., etc.	337	$ 175	43
Services	1,274	$ 115	125
Government	1,166	$ 125	25

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	824	776	7.3	4.9
Nonfarm Proprietors	906	942	8.9	6.2
Wage & Salary Employment (major groups):				
Farm	172	235	2.2	2.1
Construction	283	285	2.7	3.4
Manufacturing	2,967	3,254	30.7	24.9
Transp., Util.	289	221	2.1	3.9
Wholesale trade	W	194	1.8	4.1
Retail trade	1,108	1,382	13.0	14.8
Finance, Ins., etc.	204	310	2.9	3.8
Services	1,052	1,540	14.5	15.9
Government	1,324	1,421	13.4	15.5
Total (Employment)	9,405	10,603	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	660	142,800
1977	680	143,500

% of land in farms, 1978	25	State 54%
Avg. size of farms, 1978	216 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	80 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 448	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 24,298	State avg. $ 32,493
Total ($1,000's)	$ 16,523	% of state 0.5

Major Groups	($1,000's)	% of State
Dairy products	$ 11,330	0.6
Meat animals	$ 1,687	0.3
Poultry & eggs	$ 278	0.2
Field crops	$ 216	0.07
All vegetables	$ 348	0.2
Specialty crops	$ 1,800	1.5

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 413,300

% of land area 72 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	25,138	114,814	895
Other softwoods	27,886	52,956	569
Oak	13,359	26,493	308
Maple (hard)	34,239	86,547	809
Aspen	73,019	37,384	5,142
Other hardwoods	133,416	239,112	2,459

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel, peat

Value of product $ 317,000 % of state 0.23

Employment covered by U.C., 1977 (an avg.) [l]

County 0 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		355	1972	382
Sales ($1,000's): 1977	$	74,091	% of state	0.49
1972	$	48,441	% of state	0.52
Sales per capita, 1977: Co.	$	2,896	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 5,019	0.51
Gen. merchandise	$ 3,683	0.19
Foods	$ 19,143	0.62
Automotive	$ 15,934	0.53
Gas stations	$ 8,617	0.69
Apparel	$ 2,263	0.40
Furnit., house equip.	$ 2,823	0.41
Eating & drinking places	$ 8,161	0.54
Drug stores	$ 1,561	0.41
Miscellaneous	$ 6,887	0.47

WHOLESALE TRADE

No. of establishments: 1977 39	1972 50
Sales ($1,000's): 1977 $ 33,951	% of state 0.17
1972 $ 36,350	% of state 6.34

SERVICE INDUSTRIES

No. of establishments: 1977 257

Total receipts, 1977 ($1,000's) $ 7,967 % of state 0.31

Hotel, motels, recreation camps

No. of establishments: 1977 52	1972 52
Receipts: ($1,000's) 1977 $ 1,397	% of state 0.51
1972 $ 934	% of state 0.54

Amusements, recreation services

No. of establishments: 1977 31	1972 20
Receipts: ($1,000's) 1977 $ 1,472	% of state 0.54
1972 $ 566	% of state 0.32

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[m] U.S., Bureau of the Census

LINCOLN COUNTY - A DESCRIPTION

One of the few northern counties that did not lose population during the 1950's or the 1960's, Lincoln County is untypical of the north in other respects as well. For example, the number of industrial jobs, as a percentage of all jobs, is above the statewide average. Far more persons are engaged in manufacturing than in any other economic activity. Gains in manufacturing explain Lincoln County's population gains. The 1978 estimate implies a fair amount of in-migration.

Paperboard, wood products (such as doors and windows), metal products, and leather products are important manufactures. Agriculture, tourist-recreation, and retailing provide other important economic activity. Retail sales are quite large—strong in food and gasoline, reflecting tourist-recreation purchases.

Family income is below the state average, but still fairly high for this part of Wisconsin. The U.S. Department of Commerce estimates that the county received .44 percent of Wisconsin's personal income in 1977 for .56 percent of the state's inhabitants.

The residents tend to be older than the statewide average, but there is less of a deficit in the younger age groups than in most northern counties. Out-migration, some 2,800 in the decade of the 1950's and 563 in the 1960's, has given way to in-migration.

Lincoln County is an area of few settlements. Most of the western half is in forest, and about 72 percent of the land area is classified as woodland. Once there were several hundred more "farms". By a consolidation process, the better lands are now in larger, more nearly viable units. Farm acreage seems to be stabilizing. Income per farm is well below the state average. Dairying is predominant. There are some cranberry marshes.

The farming section of Lincoln County is mainly in the south-central area, around Merrill, and along the road to Rhinelander. Large sections of western Lincoln County were logged relatively late, and the road pattern even today is fragmentary. Generally, this type of soil area is used for dairy farming in north-central Wisconsin.

Large stands of timber drew the first settlers to the area a few years before the Civil War. The Wisconsin River has been a key factor in the county's development over the years. It served at first as a means of transporting logs. Sawmills were established at an early date, utilizing the power resulting from the rapid fall of the river. Sash and door mills were built to utilize lumber. Later, paper mills, which need large quantities of power and process water, went into operation, drawing upon the pulpwood supplies of the region. Owens-Illinois has undertaken a big expansion program—not the first one.

At present, native timber supplies only part of the needs of the various wood-using industries, and for many years raw materials have been shipped in from as far away as the Pacific Northwest. Under good management, the local forests eventually will yield much greater quantities of timber. Corresponding with diversity of soils, the county has trees of many species, from pine to lowland hardwoods and softwoods. Considering sawtimber, pine, hard maple, elm, aspen, and basswood lead the list. Aspen leads in growing stock.

Accumulation of capital and the development of managerial skills in the early timber industries probably accounts for the establishment of other manufacturing enterprises in the county.

Contributing to both trade and industry is State Highway 51, the main north-south road in central Wisconsin, which nearly bisects the county. An important east-west route, State Highway 8, runs along the northern edge.The Milwaukee Road (north-south) serves most of the larger communities. The Soo Line dips into the northern part of the county. Scheduled flights are available at Rhinelander and Mosinee.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	63	62	63
Employees (1,000's)	3.2	3.0	2.8
% of state	0.59	0.60	0.55
Total payroll ($ millions)	$ 35.5	$ 22.8	$ 15.3
% of state	0.48	0.48	0.43
Avg. earnings/hr., prod. workers	$ 5.12	$ 3.25	$ 2.38
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 81.1	$ 46.0	$ 37.8
% of state	0.48	0.49	0.54
New mfg. capital expenditures ($ millions)	$ W	$ 4.1	$ 1.8
% of state	—	0.77	0.36
Value of shipments ($ millions)	$ 171.9	$ 101.0	$ 73.0
% of state	0.44	0.47	0.47

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	6	0	0	0	0
Textiles, apparel, leather	1	1	0	0	1
Wood products, furniture	16	3	2	3	1
Paper, paper prods.	1	2	0	1	1
Chemicals, petrol., rubber & plastics	1	1	0	0	0
Metalworking, mach., transport. equip.	9	4	1	2	0
Printing & publishing	3	2	0	0	0
All other types	4	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 132 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Owens-Illinois, Inc.	Tomahawk	Corrugating medium, liner	550-599
Weinbrenner Shoe Co.	Merrill	Shoes (men's)	500-549
Semling-Menke Co., Inc.	Merrill	Sash, doors, window units	250-299
Anson and Gilkey Co., Inc.	Merrill	Doors, sash and screen, etc.	200-249
Merrill Mfg. Corp.	Merrill	Wire products, stampings	150-199
Oconomowoc Canning Co.	Merrill	Canned vegetables (seasonal)	150-199
Wisconsin Window Unit Co.	Merrill	Windows, wood & metal combination	150-199
Ward Paper Co. (Arvey)	Merrill	Paper products	150-199
Lincoln Wood Products, Inc.	Merrill	Millwork	100-149
Frantz Manufacturing Co.	Merrill	Millwork	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Holy Cross Hospital	Merrill	Hospital	200-249
Golden Age Nursing Home	Tomahawk	Nursing home	150-199
Lincoln Hills School	Irma	Correctional institution	150-199
Sacred Heart Hospital	Tomahawk	Hospital	150-199
Church Mutual Insurance Co.	Merrill	Insurance	100-149

MANUFACTURING — ANALYSIS

Lincoln County has more factory jobs per 1,000 population than does the state. Obviously there has been a strong demand for corrugated shipping containers and for doors, windows, etc. — the things that provide the majority of the jobs. The 1974-5 recession didn't have much of an impact. (Housing remained strong.) A number of sizeable expansions are underway, but especially a multi-million dollar one for Owens-Illinois. The March 1979 job figure (latest available) was 3,348.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 6,545	% of state	0.44
Per capita [r]	$ 256	State avg. $	320
Full value rate [s]	$ 19.98	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 368	% of state	0.50
Per capita [r]	$ 14,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 13,738	% of state	0.39

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 4,563	0.41
Corporate income	$ 1,108	0.42
Sales and use	$ 3,550	0.50

State Shared Taxes	($1,000's)	% of state
Total	$ 1,505	0.50
State Aids		
Payment to school districts	$ 4,315	0.69
Health & social services (co. govt. only)	$ 2,200	0.51
Transportation	$ 1,072	0.89

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Merrill, city	9,502	9,378	-1.3
Tomahawk, city	3,419	3,812	11.5

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 697 % of state 0.51

Valuation per unit, 1978:

$ 35,360 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 27,647 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	164	22,409	0.63
Manufacturing	36	10,183	1.08
Commercial	44	3,378	0.44
Amusement & recreation	3	357	0.30
Hotels, motels, etc.	6	804	1.62

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 584,960; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 11,331; Total number of lakes 730; Lakes with public access 66

Total public land designated for recreation use 106,550 acres: Federal- 0 acres; State- 3,509 acres; County- 98,177 acres; Other public areas [y] 4,864 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 87; Canoe pick-up services 1

Swimming [z] 45 areas

Fishing: Sample of fish caught— panfish, trout, walleye, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 577 sites

Major hiking trails 0 miles

Bicycling trails 1 miles

Snowmobiling trails open to public use 150 miles

Downhill skiing [z] 1 areas, 5 runs

Cross country skiing [z] 8 areas, 91 miles

Hunting 168,306 acres

OF SPECIAL INTEREST Council Grounds State Forest, New Wood Wildlife Area, Nokomis Flowage, Paper Mill—Tomahawk, T. B. Scott Free Library

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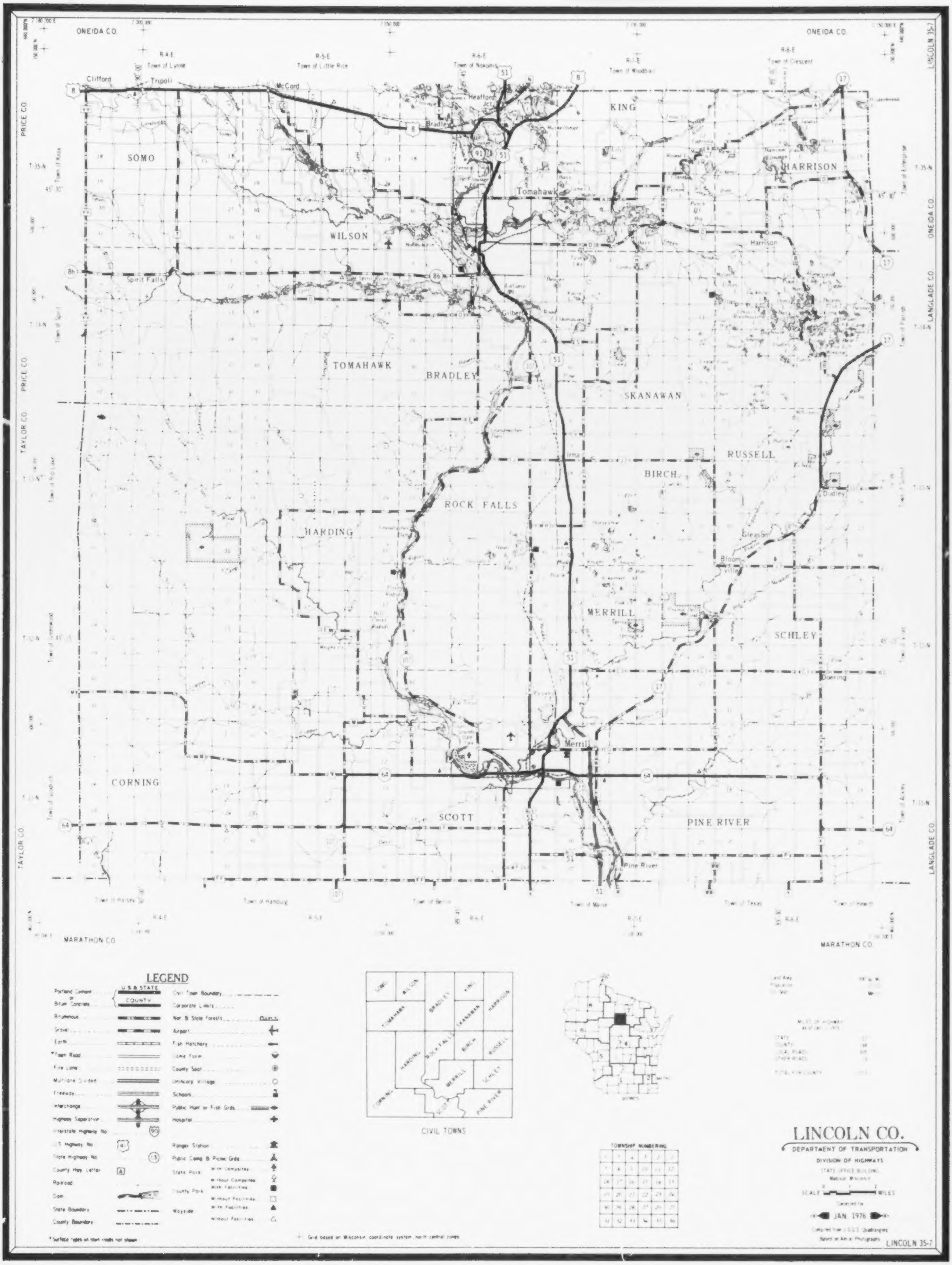
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.



ONEIDA CO.
PRICE CO.
TAYLOR CO.
LANGLADE CO.
MARATHON CO.
LINCOLN 35-7
R-4-E
R-5-E
R-6-E
R-7-E
R-8-E
Town of Lynne
Town of Little Rice
Town of Nokomis
Town of Woodboro
Town of Crescent
Town of Halsey
Town of Hamburg
Town of Berlin
Town of Maine
Town of Texas
Town of Hewitt
T-35-N
T-34-N
T-33-N
T-32-N
T-31-N
Clifford
Tripoli
McCord
Bradley
Heafford Jct.
Tomahawk
Harrison
Spirit Falls
Gilbert
Irma
Dudley
Gleason
Bloomville
Doering
Merrill
Pine River
SOMO
WILSON
KING
HARRISON
TOMAHAWK
BRADLEY
SKANAWAN
RUSSELL
BIRCH
ROCK FALLS
HARDING
MERRILL
SCHLEY
CORNING
SCOTT
PINE RIVER
8
51
17
86
107
64
LEGEND
Portland Cement or Bitum. Concrete
U S & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
CIVIL TOWNS
TOWNSHIP NUMBERING
LINCOLN CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected to
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
LINCOLN 35-7

58703 58680

MANITOWOC COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

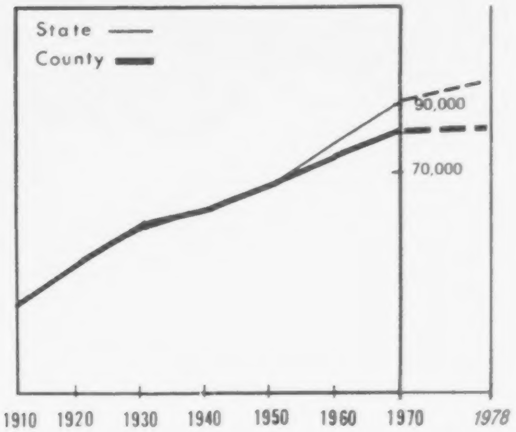
MANITOWOC

This is one of the most industrialized of Wisconsin's counties, as measured by factory jobs per 1,000 population. Metal fabrication is its trademark. Factory jobs and population seem now to be growing slowly. Dairy farming is highly developed.

POPULATiON

1978 population [a]	83,518	% of state	1.80
1970 population [b]	82,294	% of state	1.86
1970-78 change (%)	1.5	State change	5.3 %
Net migration, 1960-70	1,714 out-		
Density, 1978 141.8	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	15,553	14,946	38	37	35	34
18-44	12,338	12,943	31	33	31	34
45-64	8,295	8,694	21	20	21	20
65 & over	4,169	5,356	10	10	13	12
Total	40,355	41,939	100%		100%	

Median age 27.8; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,879; State $ 10,068

Income Groups:	County %	State %
Under $4,000	11	13
$10,000 & over	49	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 535,149; % of state 1.68

Per capita $ 6,442; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 193,726
Services	$ 39,087
Retail trade	$ 35,826

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	31,100	$ 202	1,495
Major Groups:			
Construction	1,255	$ 309	177
Manufacturing	15,775	$ 233	150
Transp., Util.	784	$ 269	77
Wholesale trade	1,087	$ 206	103
Retail trade	4,890	$ 111	476
Finance, Ins., etc.	662	$ 170	108
Services	3,762	$ 139	326
Government	2,631	$ 208	52

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	2,559	2,290	6.1	4.9
Nonfarm Proprietors	2,181	2,347	6.2	6.2
Wage & Salary Employment (major groups):				
Farm	575	784	2.1	2.1
Construction	1,179	1,030	2.7	3.4
Manufacturing	13,228	14,649	39.0	24.9
Transp., Util.	962	823	2.2	3.9
Wholesale trade	800	1,227	3.3	4.1
Retail trade	4,480	4,814	12.8	14.8
Finance, Ins., etc.	508	659	1.8	3.8
Services	3,816	4,589	12.2	15.9
Government	4,139	4,230	11.3	15.5
Total (Employment)	34,488	37,590	—	—

---

[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	2,080	320,100
1977	2,100	320,200

% of land in farms, 1978	85	State 54%
Avg. size of farms, 1978	154 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	105 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 838	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 33,473	State avg. $ 32,493
Total ($1,000's)	$ 70,293	% of state 2.2

Major Groups	($1,000's)	% of State
Dairy products	$ 48,767	2.6
Meat animals	$ 8,432	1.7
Poultry & eggs	$ 643	0.6
Field crops	$ 4,204	1.5
All vegetables	$ 4,398	2.4
Specialty crops	$ 914	0.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 61,300

% of land area 16 State 43 %

	Growing	Sawlogs	1973 [j] Timber
	Stock		Removals
Major species:	(1,000 cu/ft)	(1,000 bd/ft)	(1,000 cu/ft)
Pine	incl. w/other sftwds		33
Other softwoods	5,980	10,958	15
Oak	8,856	32,991	70
Maple (hard)	4,211	12,053	61
Aspen	3,602	3,126	27
Other hardwoods	28,590	74,498	531

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Lime, stone, sand & gravel

Value of product $ 4,704,000 ('76) % of state 3.55
Employment covered by U.C., 1977 (an avg.) [l]
County 46 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 756 1972 863
Sales ($1,000's): 1977 $ 217,163 % of state 1.45
1972 $ 140,834 % of state 1.52
Sales per capita, 1977: Co. $ 2,604 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 10,058	1.02
Gen. merchandise	$ 35,633	1.85
Foods	$ 48,205	1.56
Automotive	$ 49,882	1.65
Gas stations	$ 16,447	1.32
Apparel	$ 5,634	1.00
Furnit., house equip.	$ 8,456	1.24
Eating & drinking places	$ 21,884	1.44
Drug stores	$ 6,605	1.73
Miscellaneous	$ 14,359	0.93

WHOLESALE TRADE

No. of establishments: 1977 110 1972 123
Sales ($1,000's): 1977 $ 163,479 % of state 0.83
1972 $ 103,179 % of state 0.95

SERVICE INDUSTRIES

No. of establishments: 1977 504
Total receipts, 1977 ($1,000's) $ 23,775 % of state 0.93
Hotel, motels, recreation camps
No. of establishments: 1977 19 1972 22
Receipts: ($1,000's) 1977 $ 2,808 % of state 1.02
1972 $ 1,543 % of state 0.90
Amusements, recreation services
No. of establishments: 1977 66 1972 45
Receipts: ($1,000's) 1977 $ 2,890 % of state 1.06
1972 $ 1,722 % of state 0.98

[m] U.S., Bureau of the Census

MANITOWOC COUNTY - A DESCRIPTION

Manitowoc County, located on Lake Michigan about 75 miles north of Milwaukee, has attained a high degree of urban-industrial development. Population density of 142 persons per square mile compares with a state figure of 85. Manufacturing jobs make up about 39 percent of all jobs within the county—second only to Calumet County, adjoining. Both population and the economic base have been quite stable, without major recent changes. State and federal demographers both show net out-migration since 1970, so only a relatively high birth rate can account for the small increase in population.

The largest city, Manitowoc, is a diversified manufacturing center, well known for aluminum goods and, particularly during World War II, for shipbuilding. (This activity has been moved to Sturgeon Bay.)

Aluminum products, heavy construction machinery and electrical equipment are among the main industries, but foods, furniture, paper products, and mineral products are well represented. The county is important in the production of dairy products, particularly cheddar cheese. The manufacturing sector has been strong but somewhat flat in terms of employment growth for a number of years. Notice, however, that plant construction figures are very high.

The county's population growth from 1910 to 1950 closely paralleled the Wisconsin rate, then dropped off slightly. During the 1950's, the county's population increased by 12 percent, while the state's went up by 15 percent. The county was unable to hold all its natural increase (excess of births over deaths), and an estimated 3,835 more persons moved out of Manitowoc County than moved in during the decade. In the 1960's, growth was again below the state average, and out-migration continued. Distribution of residents by age group is close to the state pattern.

Median family income of $9,879 in 1969 is fairly close to the state median, and the distribution of income groups deviates only slightly from the state pattern. The county obtained about 1.68 percent of the state's personal income in 1977, for 1.80 percent of Wisconsin's population.

Retail sales volume seems to be a little on the low side. The county accounted for 1.45 percent of the state retail sales in 1977. The strongest retail line was general merchandise. Wholesale trade is fairly large. Relatively large investments have been made in motels recently. (See construction.)

Scattered Indian trading posts were established in the 18th century, but permanent settlement did not begin until the 1830's, when lumbering began, and the streams were dammed for waterpower. The wealth of timber led to shipbuilding; this industry survived the transition from wooden to metal ships. Forest lands, when cut, were broken to agricuture. Another early enterprise was fishing, for Lake Michigan abounded in whitefish.

Lake Michigan moderates the severity of the winters, and the growing season extends from 140 to 160 days. About 85 percent of the land area is in farms. A slightly larger proportion of the county's workers are employed in agriculture than is average for the state. Milk is the most important source of farm income. Sales per farm are about at the state average. It is not clearly understood why farms remain relatively small. The acreage in vegetables is sizable.

Only 16 percent of the land area is in woodlands, compared with a state aveage of 43. In the sawtimber category, oak and elm are the leading species.

Manitowoc County accounts for approximately 3.5 percent of state mineral production. Sand and gravel and limestone are quarried. The cement plant brings in a limestone suitable for cement from the Lake Huron area. It has come to specialize in white cement. Lime is also produced in the county.

The county is well served by state and federal highways. Still under construction is the branch of the Interstate from Milwaukee to Green Bay (I-43). It crosses the county. Railroads are the Soo Line, the Chicago & North Western, and the Milwaukee Road. The Chesapeake & Ohio operates car ferries across Lake Michigan from the Manitowoc port. Scheduled flights are available at Manitowoc.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	149	164	170
Employees (1,000's)	14.8	13.3	13.1
% of state	2.73	2.65	2.56
Total payroll ($ millions)	$ 167.7	$ 110.4	$ 80.5
% of state	2.27	2.34	2.25
Avg. earnings/hr., prod. workers	$ 5.28	$ 3.97	$ 2.56
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 365.0	$ 194.7	$ 147.0
% of state	2.18	2.06	2.10
New mfg. capital expenditures ($ millions)	$ 31.7	$ 7.0	$ 6.5
% of state	2.67	1.31	1.28
Value of shipments ($ millions)	$ 757.2	$ 413.8	$ 332.2
% of state	1.94	1.94	2.15

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	14	8	2	4	0
Textiles, apparel, leather	2	0	2	0	0
Wood products, furniture	11	2	1	3	0
Paper, paper prods.	1	0	0	1	0
Chemicals, petrol., rubber & plastics	4	1	1	1	0
Metalworking, mach., transport. equip.	25	13	8	5	8
Printing & publishing	8	2	0	1	0
All other types	7	5	4	2	0

Factory jobs per 1,000 population, June, 1978

County 181 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
The Manitowoc Co., Inc.	Manitowoc	Cranes, excavators, ice makers, debarking equip.	2,900-2,999
Mirro Aluminum Co.	Manitowoc and Two Rivers	Electric housewares, cookware, misc.	2,600-2,699
Hamilton Industries (American Hospital Supply Corp.)	Two Rivers	Laboratory and hospital equip., drafting tables, etc.	1,900-1,999
AMF/Paragon Electric Co.	Two Rivers	Timers and time switches, subfractional motors	1,000-1,099
Gould Inc. Hose & Coupling Div.	Manitowoc	Hose couplings, fittings and assemblies	600-649
Lakeside Packing Co.	Manitowoc	Canned vegetables (seasonal)	500-549
Wisconsin Aluminum Foundry Co., Inc.	Manitowoc	Nonferrous castings, cookware, etc.	250-299
Aluminum Specialty Co.	Manitowoc	Cookware, toy sets	250-299
Weyerhaeuser Co.	Manitowoc	Corrugated shipping containers	200-249
Dick Bros. Bakery Co.	Manitowoc	Baked goods	200-249

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Holy Family Hospital	Manitowoc	Hospital	700-749
Two Rivers Community Hospital	Two Rivers	Hospital	250-299
Memorial Hospital	Manitowoc	Hospital	150-199
Fox Hills Inn	Mishicot	Lodging, recreation	100-149
Shopko Stores, Inc.	Manitowoc	Groceries	100-149

MANUFACTURING — ANALYSIS

One of the most industrialized of Wisconsin counties, in terms of factory jobs per 1,000 population, the county has grown quite consistently. Strong existing firms are spending heavily on new plants at this time. Job growth is not expected to be comensurate with the capital expenditures on plant and equipment, because new plants are designed for greater efficiencies. The mix of heavy and light industry is exceptional. Metal stamping is of national importance, in terms of output and, no doubt, technology. The March 1979 job figure (latest available) was 14,899.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)

Total ($1,000's)	$ 22,419	% of state	1.51
Per capita [r]	$ 269	State avg. $	320
Full value rate [s]	$ 21.64	State avg. $	22.31

Property Assessment—full value

Total ($ millions)	$ 1,211	% of state	1.65
Per capita [r]	$ 14,500	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 94,291	% of state	2.65

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 18,307	1.63
Corporate income	$ 4,845	1.83
Sales and use	$ 12,331	1.74

State Shared Taxes	($1,000's)	% of state
Total	$ 5,749	1.89
State Aids		
Payment to school districts	$ 8,428	1.34
Health & social services (co. govt. only)	$ 5,120	1.19
Transportation	$ 1,712	1.41

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Cleveland, vil.	761	1,111	46.0
Francis Creek, vil.	492	507	3.0
Kellnersville, vil	Uninc.	319	—
Maribel, vil.	316	380	20.2
Mishicot, vil.	938	1,452	54.8
Reedsville, vil.	994	1,116	12.3
St. Nazianz, vil.	718	804	12.0
Valders, vil.	821	1,033	25.8
Whitelaw, vil.	557	691	24.1
Kiel, city*	2,848	3,115	9.4
Manitowoc, city	33,430	32,957	-1.4
Two Rivers, city	13,732	13,148	-4.2

*Total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 2,398 % of state 1.75

Valuation per unit, 1978:

$ 37,537 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 35,034 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	357	76,965	2.17
Manufacturing	100	36,342	3.85
Commercial	74	13,823	1.78
Amusement & recreation	9	612	0.52
Hotels, motels, etc.	6	1,588	3.19

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 378,300; Great Lakes/Mississippi **shoreline** 33 miles.

Acreage of named lakes 1,251; Total number of lakes 98; **Lakes with public access** 20

Total public land designated for recreation use 9,655 acres; **Federal-** 0 acres; **State-** 8,341 acres; **County-** 147 acres; **Other public areas** [y] 1,167 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 6; **Canoe pick-up services** 2

Swimming [z] 18 areas

Fishing: Sample of fish caught— panfish, northern, salmon, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 392 sites

Major hiking trails 0 miles

Bicycling trails 60 miles

Snowmobiling trails open to public use 77 miles

Downhill skiing [z] 2 areas, 15 runs

Cross country skiing [z] 3 areas, 16 miles

Hunting 9,362 acres

OF SPECIAL INTEREST Coho Pond, Colhus Marsh Wildlife Area, Kiel Conservancy Area, Manitowoc Maritime Museum, Point Beach State Forest

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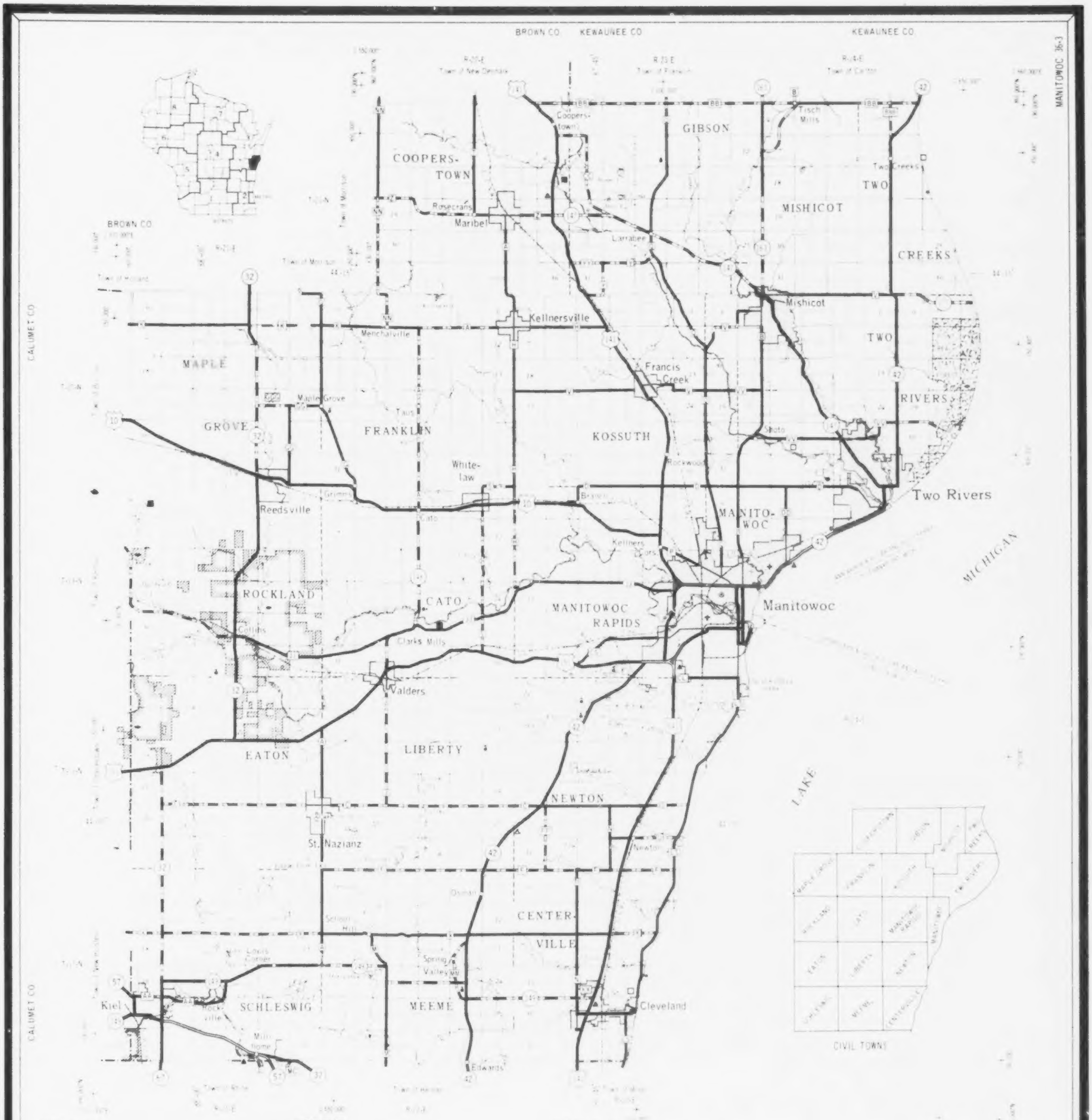
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


MANITOWOC CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
MANITOWOC 36-3
BROWN CO.
KEWAUNEE CO.
CALUMET CO.
SHEBOYGAN CO.
COOPERS-TOWN
GIBSON
MISHICOT
TWO CREEKS
MAPLE GROVE
FRANKLIN
KOSSUTH
TWO RIVERS
MANITOWOC
ROCKLAND
CATO
MANITOWOC RAPIDS
EATON
LIBERTY
NEWTON
CENTER-VILLE
SCHLESWIG
MEEME
LAKE MICHIGAN
Coopers-town
Tisch Mills
Two Creeks
Rosecrans
Maribel
Larrabee
Mishicot
Kellnersville
Menchalville
Francis Creek
Maple Grove
Taus
Shoto
White-law
Rockwood
Two Rivers
Reedsville
Grimms
Cato
Branch
Kellners
Manitowoc
Collins
Clarks Mills
Valders
St. Nazianz
Newton
Osman
School Hill
Spring Valley
Cleveland
Kiel
Rockville
Millhome
Edwards
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Lookout Tower
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
County Park
Wayside
With Campsites
Without Campsites
With Facilities
Without Facilities
*Surface types on town roads not shown
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY
TOWNSHIP NUMBERING
CIVIL TOWNS
Grid based on Wisconsin coordinate system, south central zones

~~Sf703~~ 58610

MARATHON COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

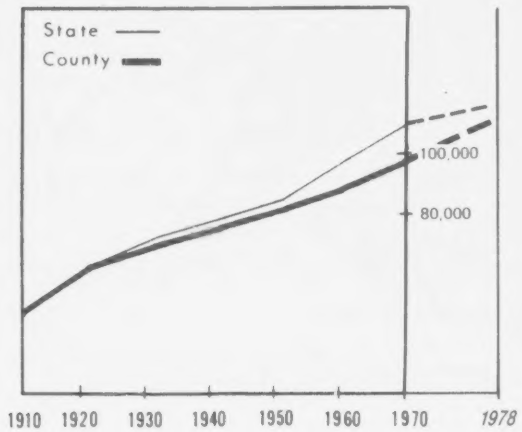
MARATHON

Few Wisconsin counties match this one's performance in the 1970's. Big in land area, it is the leader in number of dairy cows. More income is generated in the paper products and woodworking plants, and the newer metalworking plants. Wausau is the largest city in the emerging growth district in central Wisconsin.

POPULATION

1978 population [a]	109,879	% of state	2.36
1970 population [b]	97,457	% of state	2.21
1970-78 change (%)	12.7	State change	5.3 %
Net migration, 1960-70	2,481 out-		
Density, 1978 69.4	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
			Male		Female	
Ages:	Male	Female	Co.	Wis.	Co.	Wis.
Under 18	18,883	17,955	39	37	37	34
18-44	15,351	15,884	32	33	32	34
45-64	9,623	9,944	20	20	20	20
65 & over	4,436	5,381	9	10	11	12
Total	48,293	49,164	100%		100%	

Median age 26.9; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,173; State $ 10,068

Income Groups:	County %	State %
Under $4,000	14	13
$10,000 & over	43	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 673,191; % of state 2.11

Per capita $ 6,317; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 202,954
Services	$ 63,566
Retail trade	$ 48,634

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	40,360	$ 219	2,074
Major Groups:			
Construction	1,979	$ 265	327
Manufacturing	13,465	$ 267	192
Transp., Util.	1,978	$ 248	124
Wholesale trade	2,523	$ 242	156
Retail trade	6,415	$ 126	541
Finance, Ins., etc.	3,439	$ 225	156
Services	5,242	$ 177	456
Government	4,979	$ 201	90

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	4,250	3,826	7.7	4.9
Nonfarm Proprietors	2,459	2,866	5.8	6.2
Wage & Salary Employment (major groups):				
Farm	909	1,125	2.3	2.1
Construction	1,237	1,787	3.6	3.4
Manufacturing	10,886	13,638	27.4	24.9
Transp., Util.	1,757	1,945	3.9	3.9
Wholesale trade	1,468	2,635	5.3	4.1
Retail trade	4,964	6,164	12.4	14.8
Finance, Ins., etc.	2,374	3,277	6.6	3.8
Services	4,789	6,131	12.3	15.9
Government	5,634	6,273	12.6	15.5
Total (Employment)	40,840	49,831	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	3,780	713,000
1977	3,820	717,800

% of land in farms, 1978	71	State 54%
Avg. size of farms, 1978	189 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	92 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 579	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 30,070	State avg. $ 32,493
Total ($1,000's)	$116,012	% of state 3.7

Major Groups	($1,000's)	% of State
Dairy products	$ 90,551	4.8
Meat animals	$ 11,139	2.2
Poultry & eggs	$ 2,711	2.3
Field crops	$ 1,510	0.5
All vegetables	$ 2,484	1.4
Specialty crops	$ 5,909	4.9

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 377,800

% of land area 37 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	"	w/other sftwds	218
Other softwoods	41,806	127,003	160
Oak	55,774	149,652	1,500
Maple (hard)	22,199	61,166	994
Aspen	51,832	36,723	2,063
Other hardwoods	100,852	202,936	4,081

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ 6,755,000	% of state 4.99
Employment covered by U.C., 1977 (an avg.) [l]	
County 68	State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	927	1972	999
Sales ($1,000's): 1977	$ 330,144	% of state	2.20
1972	$ 194,974	% of state	2.10
Sales per capita, 1977: Co.	$ 3,083	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 36,204	3.68
Gen. merchandise	$ 43,646	2.27
Foods	$ 68,978	2.24
Automotive	$ 66,965	2.21
Gas stations	$ 23,828	1.91
Apparel	$ 15,149	2.70
Furnit., house equip.	$ 16,130	2.37
Eating & drinking places	$ 29,874	1.97
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	204	1972 208
Sales ($1,000's): 1977	$ 322,738	% of state 1.64
1972	$ 169,128	% of state 1.56

SERVICE INDUSTRIES

No. of establishments: 1977	668	
Total receipts, 1977 ($1,000's)	$ 45,478	% of state 1.75
Hotel, motels, recreation camps		
No. of establishments: 1977	21	1972 34
Receipts: ($1,000's) 1977	$ 4,935	% of state 1.79
1972	$ 2,016	% of state 1.17
Amusements, recreation services		
No. of establishments: 1977	83	1972 83
Receipts: ($1,000's) 1977	$ 4,890	% of state 1.80
1972	$ 3,408	% of state 1.94

[m] U.S., Bureau of the Census

MARATHON COUNTY - A DESCRIPTION

Even a quick glance at the statistics in this profile will leave the impression that this county is one with real vitality. In reality, it is one of the most dynamic among the state's 72 counties. In particular, look at the statistics on construction.

Marathon County is the largest in area of all Wisconsin counties, having about one million acres. The county has an urban community—Wausau and its environs—of over 40,000 persons. The remainder of the county is rural in character, with dairy farms dominating the gently rolling landscape, dotted with small cities. Density of population, 60 persons per square mile, is more than double that in typical agricultural counties. The population is split almost 50-50 between urban and rural residents.

Between 1950 and 1960 Marathon County gained in population by 10.6 percent, while Wisconsin gained about 15 percent. In the 1960's, growth was about 10 percent—a little below the state average. Only a few counties outside southeastern Wisconsin showed increases as great as this.

The paper industry has helped to stabilize the county's economy. Marathon County has good diversity of industry, with large plants in electrical equipment, machinery, and wood-working the chief supplements to the paper industry.

Marathon County has a "younger" populaton than Wisconsin as a whole. Birth rates are noticeably above the state average. Out-migration, estimated at over 6,000 in the decade of the 1950's, and down to about 2,500 in the 1960's, kept down the growth from natural increase alone. There has been considerable growth in population since 1970, with in-migration supplementing a large natural increase—births over deaths.

Income levels are below the state average, but are high for areas outside southeastern Wisconsin. With about 2.36 percent of the state's population, the county had an estimated 2.11 percent of Wisconsin's 1977 personal income. Retail sales in 1977 were 2.20 percent of the state total. The lumber-hardware-farm equipment sector was especially strong. Comparatively, the county has made large gains in retail trade, wholesale trade, and such services as lodging.

About 10 percent of Marathon County's jobs were provided by agriculture in 1977, compared with 7 percent in the state. It was slightly above the statewide percentage in manufacturing employment. Marshfield, nearby in Wood County, has several firms that would be expected to provide jobs for some residents of the county, but as many commute into Marathon from surrounding counties. Probably no other county in Wisconsin is so nearly self-sufficient in terms of labor as Marathon.

Only 71 percent of the land area is now in farms. Dairying is the predominant type of farming on the comparatively productive silt loam and loamy soils characteristic of the land in farms. The county ranks first in number of cows (86,000). Maple syrup is one of the specialty crops. In 1969, 1,233 farm operators reported working 100 days or more off their farms to increase their total incomes.

Mineral resources are noteworthy. Argillite (greenstone) is used for roofing granules at the Minnesota Mining & Manufacturing Company plant at Wausau. Several firms quarry or process granite, mainly for tombstones. Quartzite and sandstone are other minerals produced. The county is of great interest to geologists. The underlying bedrock—granite, gneiss, schist, quartzite—contains many minerals, but commercial production of some of them has not been feasible.

Marathon County is credited with 377,800 acres of forest land, but the tree cover is generally light. In the sawtimber category, leading hardwoods include oak, elm, and hard maple. There is a substantial volume of softwoods.

The Wisconsin River is the chief topographic feature in this section of northern Wisconsin. There are several quartzite hills, of which Rib Mountain is the highest. Rib Mountain's peak, 1,940 feet above sea level, rises about 640 feet above the surrounding upland. There are few natural lakes, but reservoirs have been created along the Wisconsin River and some of its tributaries. The river, of course, made possible the big paper-making plants.

Marathon County, named for the Greek battlefield, witnessed first settlement in the 1830's. Lumber resources were the main attraction, and the Wausau area had 14 lumber mills by 1849, built on water power sites. German immigrants, coming mainly after 1855, cleared land for farming. Dairying and cheesemaking were soon introduced, mainly by Germans and Poles.

Wausau has a two-year campus in the University System. It also has a large technical institute.

The county is slightly north of the geographic center of the state. Wausau is 145 miles north of Madison, 190 miles northwest of Milwaukee, and 183 miles east of St. Paul. Rail service is provided by the Chicago & North Western, the Milwaukee Road, and the Soo Line. Scheduled flights are available at Mosinee.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	212	168	181
Employees (1,000's)	13.2	11.5	10.2
% of state	2.44	2.30	1.99
Total payroll ($ millions)	$ 182.7	$ 104.1	$ 64.1
% of state	2.47	2.20	1.79
Avg. earnings/hr., prod. workers	$ 6.14	$ 3.98	$ 2.70
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 383.7	$ 194.3	$ 132.2
% of state	2.29	2.06	1.89
New mfg. capital expenditures ($ millions)	$ 36.8	$ 14.0	$ 13.2
% of state	3.09	2.62	2.61
Value of shipments ($ millions)	$1,155.0	$ 548.6	$ 331.6
% of state	2.96	2.58	2.15

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	33	7	6	0	2
Textiles, apparel, leather	6	0	0	0	0
Wood products, furniture	24	5	1	4	4
Paper, paper prods.	0	0	0	2	4
Chemicals, petrol., rubber & plastics	6	1	1	0	0
Metalworking, mach., transport. equip.	38	7	5	6	4
Printing & publishing	9	0	1	1	0
All other types	14	6	1	2	0

Factory jobs per 1,000 population, June, 1978

County 132 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
J. I. Case, Drott Div.	Schofield	Cranes, excavators, etc.	1,100-1,199
Wausau Homes, Inc.	Wausau	Manufactured houses	1,000-1,099
Weyerhaeuser Co.	Rothschild	Pulp and paper products	700-749
Wausau Paper Mills Co.	Brokaw	Pulp and paper products	700-749
Mosinee Paper Co.	Mosinee	Pulp and paper products	650-699
Crestline	Wausau	Wood windows, patio doors	550-599
American Can Co.	Wausau	Paper containers	500-549
Marathon Electric Mfg. Corp.	Wausau	Electric motors, generators, etc.	450-499
Murray Machinery Inc.	Wausau	Paper industry machinery, castings	350-399
Connor Forest Industries	Wausau	Hardwood lumber, cabinets, etc.	350-399

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Wausau Insurance Co.	Wausau	Insurance	2,000-2,099
Wausau Hospitals Inc.	Wausau	Hospital	1,000-1,099
Marathon Cheese Corp.	Marathon	Cheese packaging	450-499
General Telephone Co.	Wausau	Utility	350-399
Zimpro, Inc.	Rothschild	Water treatment systems, engineering & mfg.	350-399

MANUFACTURING — ANALYSIS

Without question, this is one of Wisconsin's best examples of a county with solid industrial growth. The recent record of plant expansions and of new firms attracted is outstanding. However, it is true that the March 1979 job figure (latest available) of 13,334 was not as high as in some previous months. The heavy industry plants have been expanding, and Wausau Homes has been a big factor in recent job growth. Woodworking and then paper making were basic for decades and now metalworking and a variety of smaller plants are increasing the diversification process.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 28,196	% of state	1.90
Per capita [r]	$ 263	State avg. $	320
Full value rate [s]	$ 19.45	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 1,634	% of state	2.22
Per capita [r]	$ 15,300	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 85,608	% of state	2.41

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 24,020	2.14
Corporate income	$ 5,832	2.20
Sales and use	$ 15,945	2.26

State Shared Taxes	($1,000's)	% of state
Total	$ 6,264	2.06
State Aids		
Payment to school districts	$ 16,956	2.70
Health & social services (co. govt. only)	$ 6,667	1.55
Transportation	$ 2,998	2.48

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Athens, vil.	856	892	4.2
Brokaw, vil.	312	261	-16.3
Edgar, vil.	928	1,143	23.2
Elderon, vil.	185	175	-5.4
Fenwood, vil.	147	160	8.8
Hatley, vil.	315	378	20.0
Marathon City, vil.	1,214	1,495	23.1
Rothschild, vil.	3,141	3,553	13.1
Spencer, vil.	1,181	1,693	43.4
Stratford, vil.	1,239	1,378	11.2
Unity, vil.*	363	473	30.3
Mosinee, city	2,395	3,176	32.6
Schofield, city	2,577	3,519	36.5
Wausau, city	32,806	33,164	1.1

*Total — part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 3,191 % of state 2.33

Valuation per unit, 1978:

$ 38,537 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 42,098 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	723	106,670	3.00
Manufacturing	130	32,678	3.46
Commercial	217	26,067	3.36
Amusement & recreation	16	3,209	2.71
Hotels, motels, etc.	11	1,980	3.98

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 1,025,920; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 32,897; **Total number of lakes** 202; **Lakes with public access** 32

Total public land designated for recreation use 48,936 acres: **Federal-** 0 acres; **State-** 22,486 acres; **County-** 23,579 acres; **Other public areas** [y] 2,871 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 5, 132; **Canoe pick-up services** 4

Swimming [z] 18 areas

Fishing: Sample of fish caught— panfish, northern, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 4 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 459 sites

Major hiking trails 0 miles

Bicycling trails 102 miles

Snowmobiling trails open to public use 255 miles

Downhill skiing [z] 2 areas, 9 runs

Cross country skiing [z] 3 areas, 18 miles

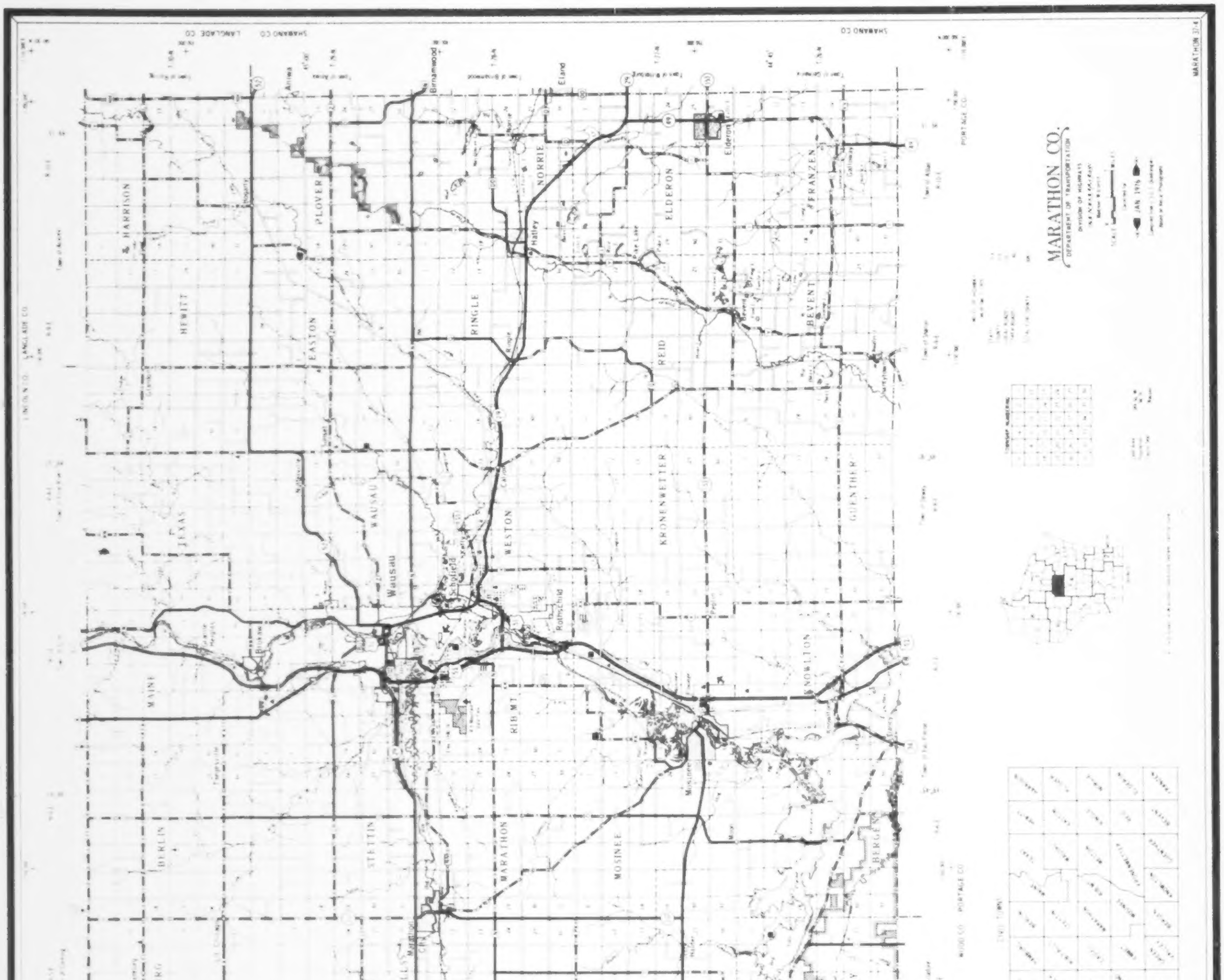
Hunting 78,895 acres

OF SPECIAL INTEREST Marathon County Historical Museum, Rib Mountain Ski Area, Wisconsin River Water Trail, Yawkey House

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


MARATHON CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
LEGEND
MARATHON 37-4
LANGLADE CO.
SHAWANO CO.
PORTAGE CO.
WOOD CO.
CLARK CO.
TAYLOR CO.
LINCOLN CO.
HARRISON
HEWITT
EASTON
PLOVER
NORRIE
ELDERON
FRANZEN
BEVENT
REID
RINGLE
TEXAS
WAUSAU
WESTON
KRONENWETTER
GUENTHER
MAINE
RIB MT.
KNOWLTON
BERLIN
STETTIN
MARATHON
MOSINEE
BERGEN
HAMBURG
RIB FALLS
CASSEL
EMMET
GREEN VALLEY
HALSEY
RIETBROCK
WIEN
CLEVELAND
DAY
BERN
JOHNSON
FRANKFORT
PLEINE
EAU
MC MILLAN
HOLTON
HULL
BRIGHTON
SPENCER
Wausau
Schofield
Rothschild
Mosinee
Hatley
Elderon
Eland
Birnamwood
Athens
Edgar
Stratford
Fenwood
Marshfield
Abbotsford
Colby
Unity
Spencer
Marathon City

S8703 S8610

MARINETTE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

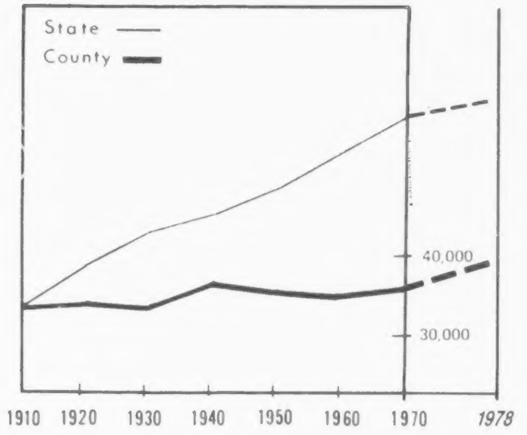
MARINETTE

The county is undergoing an industrial growth binge that must surprise the most optimistic local booster. Clearly, not all the gains are in shipbuilding. Population is also growing. Recreational opportunities are evident in this area of forests, lakes, and rivers.

POPULATION

1978 population [a]	38,312	% of state	0.82
1970 population [b]	35,810	% of state	0.81
1970-78 change (%)	7.0	State change	5.3 %
Net migration, 1960-70	793 out-		
Density, 1978 27.6	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	6,348	6,055	36	37	34	34
18-44	4,800	4,909	27	33	27	34
45-64	4,034	4,405	23	20	24	20
65 & over	2,452	2,807	14	10	15	12
Total	17,634	18,176	100%		100%	

Median age 32.4; State median 27.2

INCOME

FAMILY INCOME (1970 census):

Median: County $ 7,916; State $ 10,068

Income Groups:	County %	State %
Under $4,000	20	13
$10,000 & over	33	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 212,276; % of state 0.66

Per capita $ 5,388; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 93,913
Retail trade	$ 18,225
Govn't: state & local	$ 17,913

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	14,513	$ 210	805
Major Groups:			
Construction	275	$ 205	80
Manufacturing	7,222	$ 267	96
Transp., Util.	381	$ 223	40
Wholesale trade	447	$ 209	57
Retail trade	2,561	$ 112	266
Finance, Ins., etc.	406	$ 156	51
Services	1,133	$ 132	158
Government	2,026	$ 182	50

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	1,106	1,021	6.0	4.9
Nonfarm Proprietors	1,297	1,416	8.3	6.2
Wage & Salary Employment (major groups):				
Farm	166	238	1.4	2.1
Construction	210	219	1.3	3.4
Manufacturing	4,691	6,598	38.5	24.9
Transp., Util.	354	398	2.3	3.9
Wholesale trade	214	487	2.8	4.1
Retail trade	2,157	2,458	14.3	14.8
Finance, Ins., etc.	209	378	2.2	3.8
Services	924	1,365	8.0	15.9
Government	2,339	2,547	14.8	15.5
Total (Employment)	13,682	17,164	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	950	190,300
1977	970	193,300

% of land in farms, 1978	22	State 54%
Avg. size of farms, 1978	200 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	86 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 602	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 21,311	State avg. $ 32,493
Total ($1,000's)	$ 20,672	% of state 0.7

Major Groups	($1,000's)	% of State
Dairy products	$ 13,847	0.7
Meat animals	$ 2,791	0.6
Poultry & eggs	$ 435	0.4
Field crops	$ 652	0.2
All vegetables	$ 1,227	0.7
Specialty crops	$ 1,110	0.9

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 675,700

% of land area 77 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	49,074	198,773	1,042
Other softwoods	78,076	208,635	803
Oak	57,078	86,982	360
Maple (hard)	22,215	73,495	338
Aspen	119,677	155,289	6,591
Other hardwoods	159,706	207,829	1,801

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):

Stone, sand & gravel

Value of product $ 2,353,000 % of state 1.74

Employment covered by U.C., 1977 (an avg.)[l]

County NA State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments:	1977	471	1972	502
Sales ($1,000's):	1977	$ 108,710	% of state	0.73
	1972	$ 70,298	% of state	0.76
Sales per capita, 1977:	Co.	$ 2,851	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 8,705	0.88
Gen. merchandise	$ 9,111	0.47
Foods	$ 26,396	0.84
Automotive	$ 23,634	0.79
Gas stations	$ 8,232	0.66
Apparel	$ 4,607	0.82
Furnit., house equip.	$ 3,587	0.53
Eating & drinking places	$ 13,246	0.87
Drug stores	$ 1,975	0.52
Miscellaneous	$ 9,217	0.60

WHOLESALE TRADE

No. of establishments: 1977	59	1972 62
Sales ($1,000's): 1977	$ 67,317	% of state 0.34
1972	$ 33,625	% of state 0.31

SERVICE INDUSTRIES

No. of establishments: 1977 270

Total receipts, 1977 ($1,000's) $ 10,511 % of state 0.43

Hotel, motels, recreation camps

No. of establishments: 1977	37	1972 45
Receipts: ($1,000's) 1977	$ W	% of state —
1972	$ 3,368	% of state 1.96

Amusements, recreation services

No. of establishments: 1977	30	1972 16
Receipts: ($1,000's) 1977	$ 1,606	% of state 0.59
1972	$ 595	% of state 0.34

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[m] U.S., Bureau of the Census

MARINETTE COUNTY - A DESCRIPTION

The county's industrial base has grown considerably in recent years, and population is increasing. A surprisingly large number of people are moving into the county. State and federal demographers agree on this trend.

Marinette County is bounded on the southeast by Green Bay, while the remainder of its eastern border adjoins the upper peninsula of Michigan. In terms of area, it is the third largest Wisconsin county.

Manufacturing is concentrated in the eastern part of the county, principally in the cities of Marinette and Peshtigo, and in the village of Niagara. These communities are located on rivers that have enough flow to support paper mills. A large part—77 percent—of the county is in forest, lightly populated and supporting a fair amount of tourist-vacation business.

Population of 35,810 in 1970 was not much above 1910. There was virtually no change during the 1950's. About 5,440 more persons moved out than moved into the county, so the natural increase was lost. In the 1960's, there was some growth, and net out-migration dropped to 790. Population density of 28 per square mile, which compares with a state average of 85, reflects the fact that large parts of the county are sparsely settled.

With .82 percent of the state's population, Marinette County had .66 percent of the state's personal income in 1977. In comparison with the state, it had (1969) rather modest family incomes. Many of the newer jobs pay relatively good wages.

Lumbering in this area began in the 1840's, as sawmills were established on the Pensaukee, Peshtigo, Oconto, and Menominee rivers. Later in the century, Marinette and its sister city, Menominee (Michigan), were among the largest lumber-producing cities in the United States. With most of the more desirable timber cut, the lumber industry began to decline before the turn of the century. Second growth is providing raw materials for important parts of the county's industry: lumber, veneer, paper, building components, etc. Other leading products are fire-fighting equipment and ships (generally small craft). Of jobs available in the county, a high (38.5) percent are in manufacturing. Plant construction in recent years is noticeably large. (See construction.)

Farm incomes, as is typical of the north, run well below the state average. Dairy products are the single most important source of farm income. The number of farms and the amount of land devoted to agriculture have been declining. The current estimate is 950 farms, and 190,000 acres in farmland. These changes seem to be slowing down.

Retail trade is stronger than one would anticipate on the basis of resident's incomes. Per capita sales, however, are below the state average. Wholesale trade is not large, but it seems to be gaining.

Mineral resources are worthy of some attention. Basalt, dimension granite, sand and gravel production were reported in 1968. The 1977 data give less detail, but mention stone and sand and gravel.

Much of the forest land in Marinette County is reported to be well managed. The variety of tree species reflects the diversity of soil types. As far as sawtimber is concerned, there is a great volume of pine and other softwoods. Aspen, oak, and hard maple are abundant.

Marinette has a two-year campus in the University program.

Three rail lines (the Milwaukee Road, Chicago & North Western, and the Soo Line) serve the county. Two important north-south highways (U.S. 41 and 141) cross the county. Scheduled flights are available at Menominee (Michigan).

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	109	91	103
Employees (1,000's)	6.4	4.5	4.9
% of state	1.18	0.90	0.96
Total payroll ($ millions)	$ 79.9	$ 40.0	$ 32.0
% of state	1.08	0.85	0.89
Avg. earnings/hr., prod. workers	$ 5.92	$ 3.70	$ 2.91
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 164.4	$ 90.5	$ 72.0
% of state	0.98	0.96	1.03
New mfg. capital expenditures ($ millions)	$ 40.0	$ 6.1	$ 3.8
% of state	3.36	1.14	0.75
Value of shipments ($ millions)	$ 408.8	$ 192.0	$ 167.1
% of state	1.05	0.90	1.08

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	4	1	1	1	0
Textiles, apparel, leather	1	0	1	0	0
Wood products, furniture	41	5	1	1	1
Paper, paper prods.	0	0	1	0	3
Chemicals, petrol., rubber & plastics	2	1	0	0	0
Metalworking, mach., transport. equip.	10	3	0	5	4
Printing & publishing	3	1	1	0	0
All other types	3	1	0	1	1

Factory jobs per 1,000 population, June, 1978

County 191 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Scott Paper Co.	Marinette	Sanitary household paper products	700-749
Niagara of Wisconsin Paper Corp.	Niagara	Coated publication paper	700-749
The Ansul Co.	Marinette	Fire protection products, industrial chemicals	700-749
Marinette Marine Corp.	Marinette	Boats, ships, barges	600-649
Safeguard Automotive Corp.	Marinette	Engine parts	450-499
Badger Paper Mills Inc.	Peshtigo	Paper (bond & specialty)	400-449
Coleman Products Co. (AMC)	Coleman	Wiring harnesses	400-449
Graetz Mfg. Inc.	Pound	Barn and silo equipment	300-349
Kargard Industries Inc.	Marinette	Pressure vessels	200-249
Patz Co.	Pound	Barn cleaners, feeding systems, etc.	200-249

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Marinette General Hospital	Marinette	Hospital	250-299
H.C. Prange Co.	Marinette	Department store	150-199
Lauerman Bros.	Marinette	Department store	150-199
Luther Home	Marinette	Nursing home	150-199
Rennes Inc.	Peshtigo	Nursing home	70-99

MANUFACTURING — ANALYSIS

Notice that factory jobs per 1,000 population were 191 at the date specified. Only a couple other Wisconsin counties were at this level at the time. Recent factory job gains have simply been remarkable. The March 1979 figure (latest available) was 7,402. Obviously, the gains have not all been at the shipbuilding plant The paper companies have expanded, but so have others. Notice the capital expenditure figure for 1977 — $40 million. A goodly number of expansions were reported since 1977.

[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE[q]
1977

Property Taxes Levied (Effective)

Total ($1,000's)	$ 11,131	% of state	0.75
Per capita[r]	$ 292	State avg. $	320
Full value rate[s]	$ 20.33	State avg. $	22.31

Property Assessment—full value

Total ($ millions)	$ 610	% of state	0.83
Per capita[r]	$ 16,000	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 47,728	% of state	1.34

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 6,553	0.58
Corporate income	$ 2,280	0.86
Sales and use	$ 5,180	0.73

State Shared Taxes	($1,000's)	% of state
Total	$ 2,249	0.74
State Aids		
Payment to school districts	$ 5,688	0.90
Health & social services (co. govt. only)	$ 3,385	0.79
Transportation	$ 1,780	1.47

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978[t]	% Change 1970-78
Coleman, vil.	683	781	14.4
Crivitz, vil.	uninc.	1,071	—
Niagara, vil.	2,347	2,384	1.6
Pound, vil.	284	389	37.0

	1970	1978[t]	% Change 1970-78
Wausaukee, vil.	557	595	6.8
Marinette, city	12,696	11,910	-6.2
Peshtigo, city	2,836	2,901	2.3

[t] Official estimates, DOA

HOUSING[u]

New housing units authorized by building permits, 1975-78

Co. 755 % of state 0.55

Valuation per unit, 1978:

$ 33,353 Median county $ 36,251

Average purchase price, single family home, 1978:[v]

$ 24,359 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION[w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	218	51,904	1.46
Manufacturing	56	22,106	2.34
Commercial	51	12,400	1.60
Amusement & recreation	7	393	0.33
Hotels, motels, etc.	8	152	0.31

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS[x]

Total acreage 904,320; Great Lakes/Mississippi shoreline 13 miles

Acreage of named lakes 11,929; Total number of lakes 444; Lakes with public access 68

Total public land designated for recreation use 243,934 acres: Federal- 0 acres; State- 12,929 acres; County- 227,594 acres; Other public areas[y] 3,411 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 172; Canoe pick-up services 1

Swimming[z] 21 areas

Fishing: Sample of fish caught— panfish, walleye, trout, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing[z] 1 eighteen hole, 4 nine hole

Camping (developed & primitive)[z] 1,128 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 134 miles

Downhill skiing[z] 1 areas, 4 runs

Cross country skiing[z] 5 areas, 28 miles

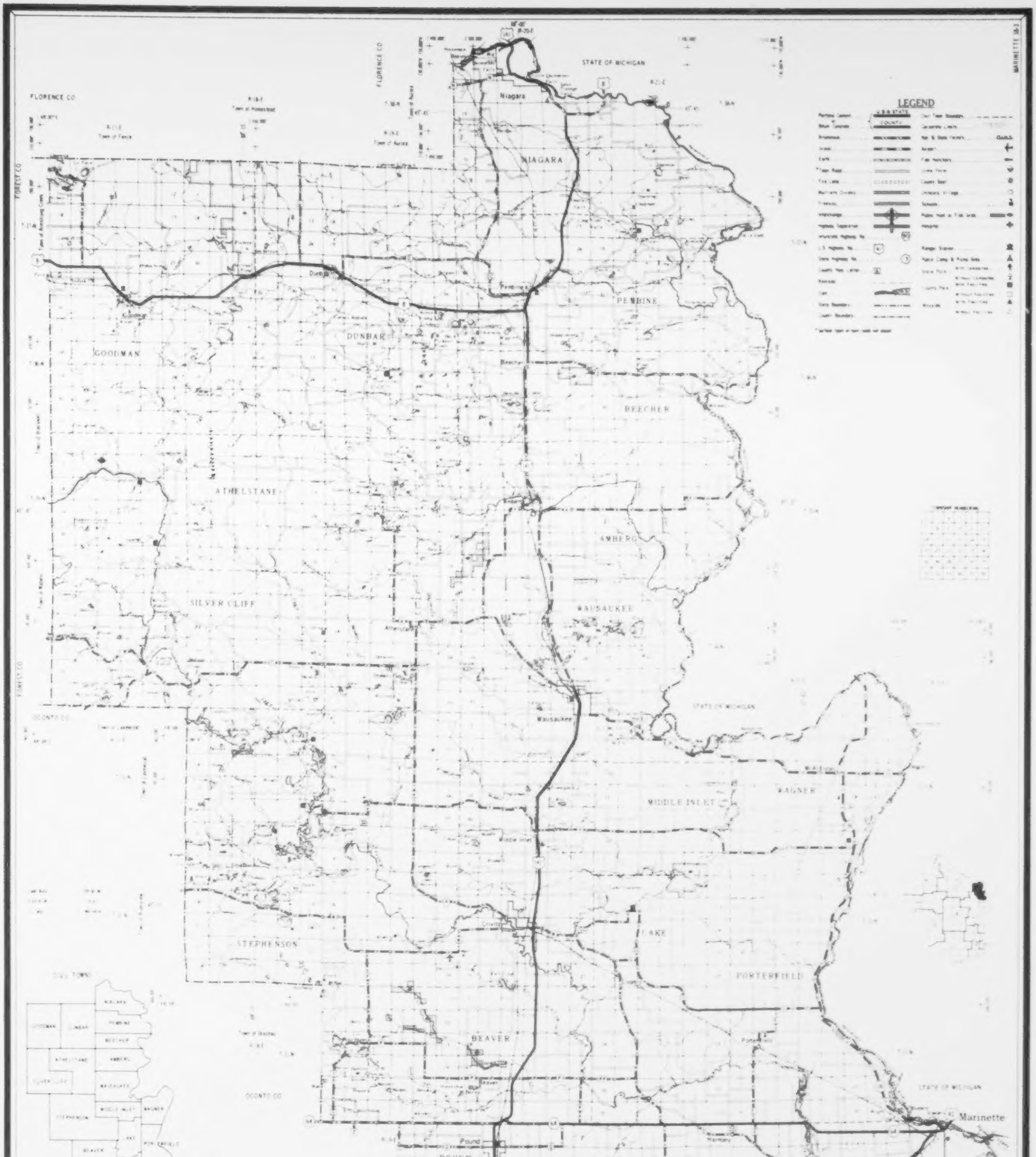
Hunting 248,913 acres

OF SPECIAL INTEREST Caldron Falls Flowage, High Falls Flowage, Marinette County Historical Museum, Peshtigo Fire Museum

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


MARINETTE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
LEGEND
STATE OF MICHIGAN
FLORENCE CO.
FOREST CO.
OCONTO CO.
MARINETTE 38-1
NIAGARA
PEMBINE
DUNBAR
GOODMAN
BEECHER
ATHELSTANE
AMBERG
SILVER CLIFF
WAUSAUKEE
MIDDLE INLET
WAGNER
STEPHENSON
LAKE
PORTERFIELD
BEAVER
POUND
GROVER
PESHTIGO
Niagara
Pembine
Dunbar
Goodman
Beecher
Athelstane
Wausaukee
Middle Inlet
Crivitz
Pound
Coleman
Harmony
Porterfield
Peshtigo
Marinette
County Line
CIVIL TOWNS

6

5 8703 S8670

MARQUETTE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

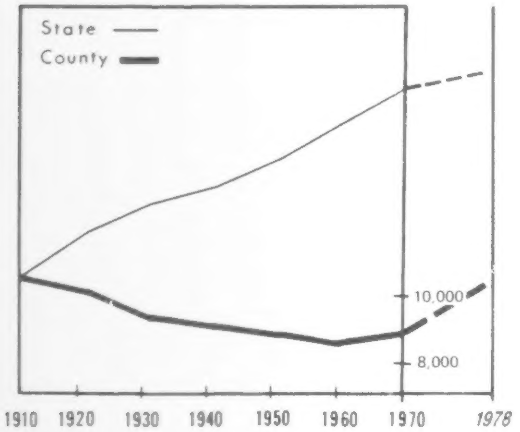
MARQUETTE

Rapid population growth may reflect more the attractiveness of the area because of recreational opportunities than the local job growth. However, a number of workers at the federal prison in nearby Adams County live in Marquette. Farming is the largest economic sector. 1977 was an especially good year for the muck farmers.

POPULATION

1978 population [a]	10,271	% of state	0.22
1970 population [b]	8,865	% of state	0.20
1970-78 change (%)	15.9	State change	5.3 %
Net migration, 1960-70	262 in-		
Density, 1978	22.5 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	1,527	1,357	34	37	31	34
18-44	1,098	1,126	25	33	25	34
45-64	985	1,095	22	20	25	20
65 & over	848	829	19	10	19	12
Total	4,458	4,407	100 %		100 %	

Median age 37.5; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,666; State $ 10,068

Income Groups:	County %	State %
Under $4,000	22	13
$10,000 & over	31	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 60,611; % of state 0.19

Per capita $ 5,575; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 11,610
Manufacturing	$ 5,074
Gov'nt, state & local	$ 3,498

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	2,481	$ 157	256
Major Groups:			
Construction	109	$ 152	35
Manufacturing	505	$ 166	18
Transp., Util.	74	$ 205	15
Wholesale trade	85	$ 180	10
Retail trade	547	$ 83	87
Finance, Ins., etc.	64	$ 119	12
Services	165	$ 119	45
Government	720	$ 208	26

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	758	690	16.6	4.9
Nonfarm Proprietors	439	532	12.8	6.2
Wage & Salary Employment (major groups):				
Farm	465	680	16.3	2.1
Construction	W	W	—	3.4
Manufacturing	478	531	12.8	24.9
Transp., Util.	66	74	1.8	3.9
Wholesale trade	12	52	1.3	4.1
Retail trade	244	504	12.1	14.8
Finance, Ins., etc.	33	46	1.1	3.8
Services	W	W	—	15.9
Government	597	639	15.4	15.5
Total (Employment)	3,358	4,159	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	620	157,700
1977	630	157,700

% of land in farms, 1978	54	State 54 %
Avg. size of farms, 1978	254 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	119 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 583	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 27,451	State avg. $ 32,493
Total ($1,000's)	$ 17,294	% of state 0.5

Major Groups	($1,000's)	% of State
Dairy products	$ 6,952	0.4
Meat animals	$ 3,154	0.6
Poultry & eggs	$ 834	0.7
Field crops	$ 1,983	0.7
All vegetables	$ 2,688	1.5
Specialty crops	$ 1,551	1.3

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 101,200

% of land area 35 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		71
Other softwoods	10,443	26,064	0
Oak	19,640	53,406	444
Maple (hard)	1,390	3,966	63
Aspen	7,979	6,202	14
Other hardwoods	14,165	27,774	516

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin,* NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]
County 0 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		140	1972	137
Sales ($1,000's):	1977	$ 19,658	% of state	0.13
	1972	$ 12,333	% of state	0.13
Sales per capita, 1977: Co.		$ 1,947	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 1,575	0.16
Gen. merchandise	$ 417	0.02
Foods	$ 6,232	0.19
Automotive	$ W	—
Gas stations	$ 2,885	0.23
Apparel	$ W	—
Furnit., house equip.	$ W	—
Eating & drinking places	$ 4,339	0.29
Drug stores	$ W	—
Miscellaneous	$ 982	0.07

WHOLESALE TRADE

No. of establishments: 1977	8	1972 12
Sales ($1,000's): 1977	$ 15,688	% of state 0.08
1972	$ 4,449	% of state 0.04

SERVICE INDUSTRIES

No. of establishments: 1977	126	
Total receipts, 1977 ($1,000's)	$ 2,744	% of state 0.12
Hotel, motels, recreation camps		
No. of establishments: 1977	36	1972 30
Receipts: ($1,000's) 1977	$ 925	% of state 0.33
1972	$ 735	% of state 0.43
Amusements, recreation services		
No. of establishments: 1977	10	1972 7
Receipts: ($1,000's) 1977	$ 208	% of state 0.08
1972	$ 117	% of state 0.07

[m] U.S., Bureau of the Census

MARQUETTE COUNTY - A DESCRIPTION

Marquette is one of several counties in the Central Sands country that are now gaining population, after a long period of population losses. The main factor may be the federal correctional institution, across the county line in Adams County. Some of the attraction appears to be in things other than job opportunities. Some city people are retiring in this section. Woods and lakes seem to be key elements.

The county is 80 airline miles west of Lake Michigan, 85 miles east of the Mississippi River, and about the same distance north of the Illinois-Wisconsin border. It lies in the glaciated section of the central plain, and most of the terrain is undulating or gently rolling.

In terms of local jobs, agriculture is the predominant economic activity. It accounts for some 33 percent of the jobs available in the county. In an average year, farming is the largest source of income. 1977 was especially good.

Marquette is a small county, both in terms of land area and in terms of population. Population had been declining gradually for more than 50 years, but surprised everyone by increasing in the 1960's. In the sixties there was a little net in-migration. This is continuing in the 1970's, but in significant volume.

The age makeup of the population differs widely from the state pattern. There are relatively few persons in the age groups under 45, and relatively many in the age groups above, particularly 65 and over. The median age of 37 years compares with the state's median of 27. Some years there are more deaths than births.

Median family income is below the state average, but one should bear in mind that the state figure is weighted heavily by a few highly urbanized, high-income counties. The county had about .22 percent of the state's population, but .19 percent of the personal income in 1977.

The retail trade figures are quite small. The strongest sector seems to be eating and drinking places. There is a somewhat better showing for lodging places, in the services sector. This reflects tourism.

The first settlers came into the county about 1848, although the county was well known earlier because of its location on the upper Fox River, a principal route for the Indians and the French. The land originally was not extensively forested, so farming was the first economic activity of any consequence.

Sandy and loamy soils are predominant. There are several thousand acres of muckland, used for vegetables. Following the general trend in the United States, the number of farms has been declining, and the average size per farm has been increasing. Farms average 254 acres now. Value of land and buildings has gone up rapidly.

Average sales per farm are below the state average. Dairy products are important, but commercial vegetables are important, also. Substantial gains have been made in the production of such things as lettuce and dry onions.

Nearly 35 percent of the county's land area is in forest. There is a considerable volume of oak. Scrub oak and jack pine are rather common. Granite was quarried in the county until mid-1976.

Manufacturing employment has fluctuated over the years. 1972 data show a goodly gain over 1967, and the pre-recession job level was up to 600. It was about the same in 1979. The degree of industrialization is still low. Poultry processing is highly developed.

The county is fairly close to manufacturing centers and has adequate transportation to these centers. U.S. Highway 51, a principal north-south route, runs through the county. State 23 is the main east-west highway. Rail service is furnished by the Chicago & North Western. Scheduled flights are at Madison or Oshkosh, both some distance away.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	16	13
Employees (1,000's)	NA	0.5	0.4
% of state	—	0.10	0.08
Total payroll ($ millions)	$ NA	$ 2.8	$ 1.6
% of state	—	0.06	0.04
Avg. earnings/hr., prod. workers	$ NA	$ 2.33	$ 2.20
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 4.9	$ 3.5
% of state	—	0.05	0.05
New mfg. capital expenditures ($ millions)	$ NA	$ 0.3	$ 0.3
% of state	—	0.06	0.06
Value of shipments ($ millions)	$ NA	$ 21.3	$ 14.5
% of state	—	0.10	0.09

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	1	2	0	1	0
Textiles, apparel, leather	1	0	0	0	0
Wood products, furniture	4	1	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	5	0	2	0	0
Printing & publishing	1	0	0	0	0
All other types	1	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 56 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Brakebush Bros., Inc.	Oxford	Poultry processing	150-199
Westfield Equipment Corp.	Westfield	Hydraulic parts	70-99
Montello Products Co.	Montello	Machine shop products	70-99
American Wood Working Co.	Montello	Custom wood products	20-29
Alto Coop Creamery	Westfield	Cheese	20-29
Montello Apparel	Montello	Women's dresses	20-29
Nimphius Boat Co.	Neshkoro	Boats	10-19
D & M Pallett Co.	Neshkoro	Wood pallets, skids	10-19
Flextrol Corp.	Neshkoro	Contract assembly	0-9
Red Joint Ladder & Mfg. Co.	Neshkoro	Wooden ladders	0-9

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Gatzke Farms Inc.	Montello	Vegetable farm	70-99
Buller Bros. Inc.	Endeavor	Vegetable farm	70-99
Oxford Building Service	Oxford	Lumber, hardware, etc., dealer	50-69
Wilderness Pioneer	Westfield	Eating and drinking place	30-49
Edward L. Frank	Westfield	Eating and drinking place	30-49

MANUFACTURING — ANALYSIS

Over several decades, there have been industrial gains and then losses. The experience in the last 5-10 years seems more encouraging, and suggests that the existing firms have good staying power.

Many kinds of goods are made. Labor orientation is quite obvious. A new plant to make aluminum castings was announced in 1979.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE[q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 3,237	% of state	0.22
Per capita[r]	$ 321	State avg. $	320
Full value rate[s]	$ 14.88	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 228	% of state	0.31
Per capita[r]	$ 22,600	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,430	% of state	0.07

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,460	0.13
Corporate income	$ 321	0.12
Sales and use	$ 1,329	0.19

State Shared Taxes	($1,000's)	% of state
Total	$ 512	0.17
State Aids		
Payment to school districts	$ 939	0.15
Health & social services (co. govt. only)	$ 707	0.16
Transportation	$ 653	0.54

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978[t]	% Change 1970-78
Endeavor, vil.	328	302	-7.9
Neshkoro, vil.	385	428	11.2
Oxford, vil.	453	467	3.1
Westfield, vil.	884	1,074	21.5
Montello, city	1,082	1,219	12.7

[t] Official estimates, DOA

HOUSING[u]

New housing units authorized by building permits, 1975-78

Co.	83	% of state	0.06

Valuation per unit, 1978:

$ 26,420	Median county	$ 36,251

Average purchase price, single family home, 1978:[v]

$ 24,495	State average	$ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION[w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	54	6,086	0.17
Manufacturing	6	469	0.05
Commercial	14	1,299	0.17
Amusement & recreation	1	1	0.00
Hotels, motels, etc.	6	110	0.22

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS[x]

Total acreage 297,600; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 4,773; Total number of lakes 92; Lakes with public access 33

Total public land designated for recreation use 16,312 acres: Federal- 0 acres; State- 7,776 acres; County- 139 acres; Other public areas[y] 8,397 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 52; Canoe pick-up services 7

Swimming[z] 16 areas

Fishing: Sample of fish caught— panfish, bass, trout, northern, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing[z] 0 eighteen hole, 2 nine hole

Camping (developed & primitive)[z] 756 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 0 miles

Downhill skiing[z] 0 areas, 0 runs

Cross country skiing[z] 1 areas, 6 miles

Hunting 7,715 acres

OF SPECIAL INTEREST Granite Quarry, Observatory Hill, Summerton Bog, Fox River Water Trail

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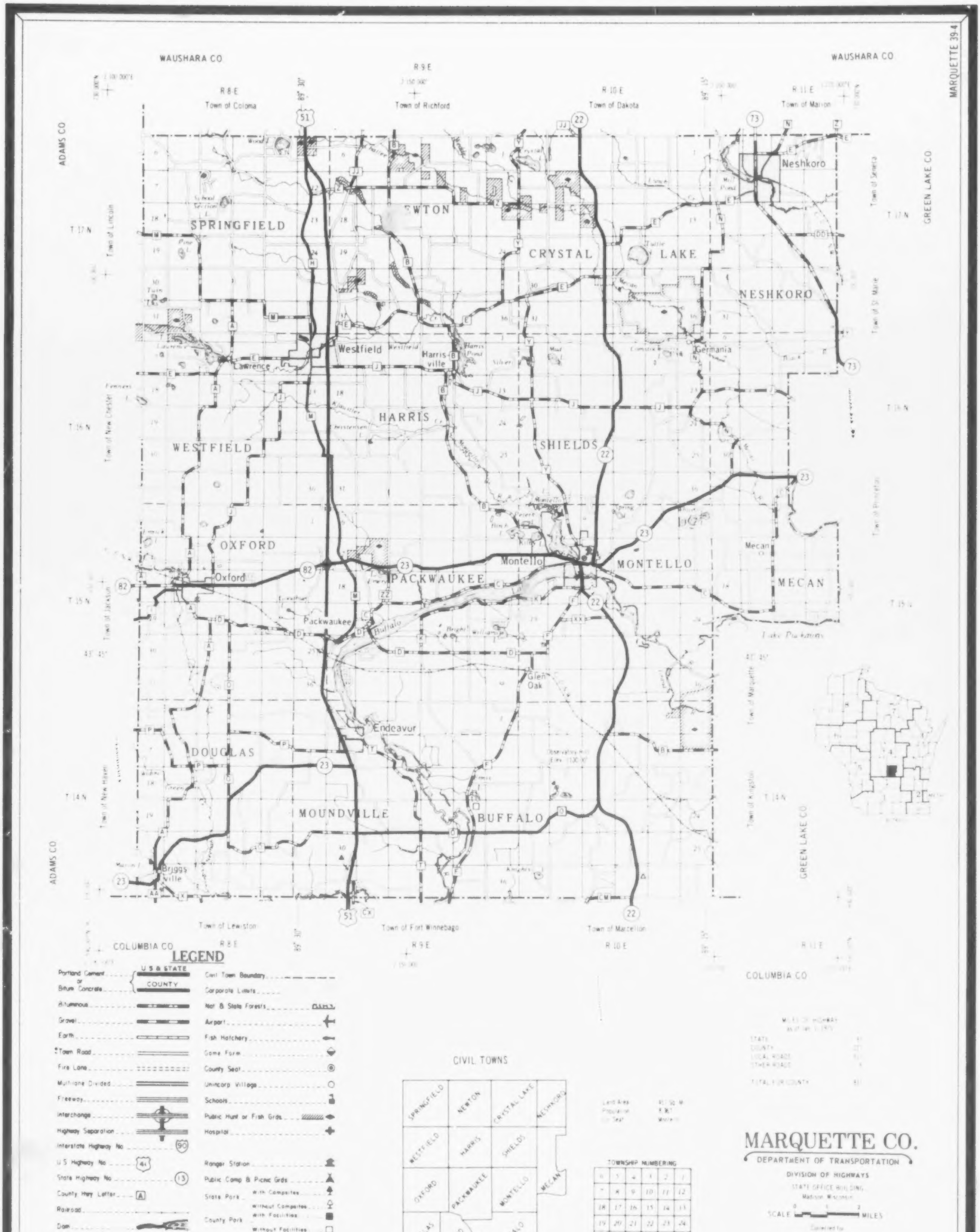
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


MARQUETTE 39-4
WAUSHARA CO
R 8 E
R 9 E
R 10 E
R 11 E
Town of Coloma
Town of Richford
Town of Dakota
Town of Marion
ADAMS CO
GREEN LAKE CO
T 17 N
T 16 N
T 15 N
T 14 N
Town of Lincoln
Town of New Chester
Town of Jackson
Town of New Haven
Town of Seneca
Town of St. Marie
Town of Princeton
Town of Marquette
Town of Kingston
SPRINGFIELD
NEWTON
CRYSTAL
LAKE
NESHKORO
WESTFIELD
HARRIS
SHIELDS
OXFORD
PACKWAUKEE
MONTELLO
MECAN
DOUGLAS
MOUNDVILLE
BUFFALO
Neshkoro
Westfield
Harrisville
Lawrence
Germania
Oxford
Montello
Packwaukee
Endeavor
Glen Oak
Briggsville
Mecan
Lake Puckaway
Buffalo
Observatory Hill Elev. 1130.90
51
22
73
23
82
Town of Lewiston
Town of Fort Winnebago
Town of Marcellon
COLUMBIA CO
89° 30'
43° 45'
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multi-lane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish. Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
CIVIL TOWNS
SPRINGFIELD
NEWTON
CRYSTAL LAKE
NESHKORO
WESTFIELD
HARRIS
SHIELDS
OXFORD
PACKWAUKEE
MONTELLO
MECAN
DOUGLAS
MOUND VILLE
BUFFALO
Grid based on Wisconsin coordinate system, south zone
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
MILES OF HIGHWAY
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY
Land Area
Population
Co. Seat
Montello
MARQUETTE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected to
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
MARQUETTE 39-4

S 8703

MENOMINEE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

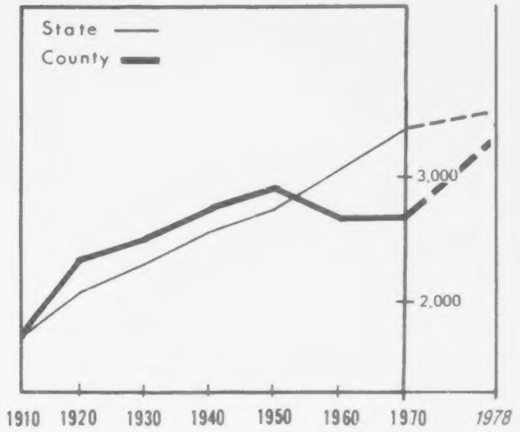
MENOMINEE

The county has reverted to Indian Reservation status, but is treated as a county under Wisconsin law. The forest resources are substantial. Most jobs are at the sawmill.

POPULATION

1978 population [a]	3,217	% of state	0.07
1970 population [b]	2,607	% of state	0.06
1970-78 change (%)	23.4	State change	5.3 %
Net migration, 1960-70	762 out-		
Density, 1978	8.9 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	691	695	53	37	54	34
18-44	309	338	24	33	26	34
45-64	230	198	18	20	15	20
65 & over	84	62	6	10	5	12
Total	1,314	1,293	100%		100%	

Median age 17.0; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 5,768; State $ 10,068

Income Groups:	County %	State %
Under $4,000	30	13
$10,000 & over	11	51

PERSONAL INCOME, 1977 [c]: *Combined with Shawano Co.*

Total ($1,000's) $ — % of state

Per capita $ — State average $ 6,864

Three largest income sources, 1977 ($1,000's):

$ —
$ —
$ —

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[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	553	$ 194	23
Major Groups:			
Construction	6	$ 178	3
Manufacturing	41	$ 182	5
Transp., Util.	0	$ —	0
Wholesale trade	0	$ —	0
Retail trade	224	$ 231	5
Finance, Ins., etc.	6	$ W	2
Services	8	$ 119	3
Government	268	$ 166	5

EMPLOYMENT BY PLACE OF WORK [e]

Combined with Shawano Co.

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors				4.9
Nonfarm Proprietors				6.2
Wage & Salary Employment (major groups):				
Farm				2.1
Construction				3.4
Manufacturing				24.9
Transp., Util.				3.9
Wholesale trade				4.1
Retail trade				14.8
Finance, Ins., etc.				3.8
Services				15.9
Government				15.5
Total (Employment)				

---

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	NA	1978 NA
1977	NA	1977 NA

% of land in farms, 1978	—	State 54%
Avg. size of farms, 1978	— ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ —	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ —	State avg. $ 32,493
Total ($1,000's)	$ —	% of state

Major Groups	($1,000's)	% of State
Dairy products	$ NA	—
Meat animals	$ NA	—
Poultry & eggs	$ NA	—
Field crops	$ NA	—
All vegetables	$ NA	—
Specialty crops	$ NA	—

---

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 230,000

% of land area nearly 100% State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	*Combined with Shawano Co.*		
Other softwoods			
Oak			
Maple (hard)			
Aspen			
Other hardwoods			

---

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
None reported

Value of product	$ —	% of state	—

Employment covered by U.C., 1977 (an avg.)[l]

County	—	State	2,300

---

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		10	1972	9
Sales ($1,000's): 1977	$	1,721	% of state	0.01
1972	$	2,928	% of state	0.03
Sales per capita, 1977: Co.	$	606	State avg.	$ 3,226

Sales by kind of business, 1977		($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$	0	—
Gen. merchandise	$	W	—
Foods	$	W	—
Automotive	$	0	—
Gas stations	$	W	—
Apparel	$	0	—
Furnit., house equip.	$	0	—
Eating & drinking places	$	238	0.02
Drug stores	$	0	—
Miscellaneous	$	0	—

WHOLESALE TRADE

No. of establishments: 1977	1	1972	3
Sales ($1,000's): 1977	$ W	% of state	—
1972	$ W	% of state	—

SERVICE INDUSTRIES

No. of establishments: 1977	2		
Total receipts, 1977 ($1,000's)	$ W	% of state	—

Hotel, motels, recreation camps

No. of establishments: 1977	1	1972	2
Receipts: ($1,000's) 1977	$ W	% of state	—
1972	$ W	% of state	—

Amusements, recreation services

No. of establishments: 1977	0	1972	0
Receipts: ($1,000's) 1977	$ —	% of state	—
1972	$ —	% of state	—

---

[m] U.S., Bureau of the Census

MENOMINEE COUNTY — A DESCRIPTION

Menominee County was the Menominee Indian Reservation until May 1, 1961. At that time it became a county, with certain federal supports withdrawn. After much controversy, it has reverted to reservation status, but will continue to be called a county.

The county is located approximately 50 miles west of Green Bay and 150 miles north of Milwaukee. Although Keshena is the county seat, Neopit, where the sawmill is located, is the largest settlement.

There is a wealth of information about the Menominee Indians, about the organization of the county, and about various resources. The tribe has title to almost all of the land.

The history of the Menominee Reservation was tied closely to the forest resources. Under the 1854 treaty that established the reservation, the tribe acquired ownership of an area with about 234,000 acres, or 375 square miles, having a good forest of conifers and mixed hardwoods. About 100 square miles (3 townships) were in Oconto, while the bulk of the land (7 townships) was in Shawano County.

The population counts for the Menominee Indian Reservation beginning with 1910 are as follows:

1910 — 1,782
1920 — 2,335
1930 — 2,493
1940 — 2,753
1950 — 2,948
1960 — 2,606
1970 — 2,607

There has been considerable growth since 1970. According to local estimates, about 550 to 600 tribal members live in other Wisconsin communities, and visit or return periodically. Milwaukee and Chicago are said to be the permanent places of residence of most of these. Judging from the age patterns, most of these people are young adults.

The manufacturing base, in the woodworking plant almost entirely, is quite substantial.

Rail service for Neopit is provided by the Soo Line. State highways 55 and 47 are main connecting roads in this area. The city of Shawano, seven miles from Keshena and about nineteen from Neopit, is the chief service center for the county, other than the few retail stores in the county that provide mainly convenience goods. Students attend high school at Shawano.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	W	6	7
Employees (1,000's)	W	W	200
% of state	—	—	0.04
Total payroll ($ millions)	$ W	$ W	$ 1.2
% of state	—	—	0.03
Avg. earnings/hr., prod. workers	$ W	$ W	$ 2.00
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ W	$ W	$ 2.4
% of state	—	—	0.03
New mfg. capital expenditures ($ millions)	$ W	$ W	$ W
% of state	—	—	—
Value of shipments ($ millions)	$ W	$ W	$ W
% of state	—	—	—

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	0	0	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	7	0	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	0	0	0	0	0
Printing & publishing	0	0	0	0	0
All other types	0	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 12 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Menominee Enterprises*	Neopit	Sawmill	200-249
Vyron Dixon Logging Contr.	Neopit	Logging	10-19
William W. Cox	Neopit	Logging	10-19
R. & R. Cedar Co.	Keshena	Logging	0-9
Jerome A. Grignon	Neopit	Logging	0-9
Robert J. Johnson, Sr.	Menominee, tn.	Logging	0-9

*this comprises the total list of manufacturers subject to U. C.

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Boivin's Shopping Center	Neopit	Grocery	10-19
Forestedge Building Supplies	Keshena	Lumber, building materials	0-9
Legend Lake Property	Keshena	Development association	0-9
Miller Construction	Keshena	Contractor	0-9
Ronald J. McCarthy	Menominee, tn.	Real estate dealer	0-9

MANUFACTURING — ANALYSIS

Besides the sawmill, there are several loggers. The level of activity at the sawmill has varied from time to time.

---

[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 479	% of state	0.03
Per capita [r]	$ 169	State avg.	$ 320
Full value rate [s]	$ 22.91	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 21	% of state	0.03
Per capita [r]	$ 7,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ NA	% of state	NA

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 68	0.006
Corporate income	$ 37	0.01
Sales and use	$ 246	0.04

State Shared Taxes	($1,000's)	% of state
Total	$ 173	0.06
State Aids		
Payment to school districts	$ 862	0.14
Health & social services (co. govt. only)	$ 1,890	0.44
Transportation	$ 136	0.11

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Menominee, town	2,607	3,217	23.4

	1970	1978[t]	% Change 1970-78

(uninc.—includes entire county)

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	NA	% of state	—

Valuation per unit, 1978:

$	NA	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 29,262	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	12	960	0.03
Manufacturing	1	77	0.01
Commercial	1	70	0.01
Amusement & recreation	1	347	0.29
Hotels, motels, etc.	0	0	—

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 233,600; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 3,650 Total number of lakes 123; Lakes with public access 4

Total public land designated for recreation use 83 acres: Federal- 0 acres; State- 0 acres; County- 0 acres; Other public areas [y] 83 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 0, 0; Canoe pick-up services 0

Swimming [z] 0 areas

Fishing: Sample of fish caught—NA

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 0 nine hole

Camping (developed & primitive) [z] NA sites

Major hiking trails — miles

Bicycling trails — miles

Snowmobiling trails open to public use — miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting NA acres

OF SPECIAL INTEREST Dalles of the Wolf River, Menominee Indian Ceremonials, Spirit Rock, Virgin Timber

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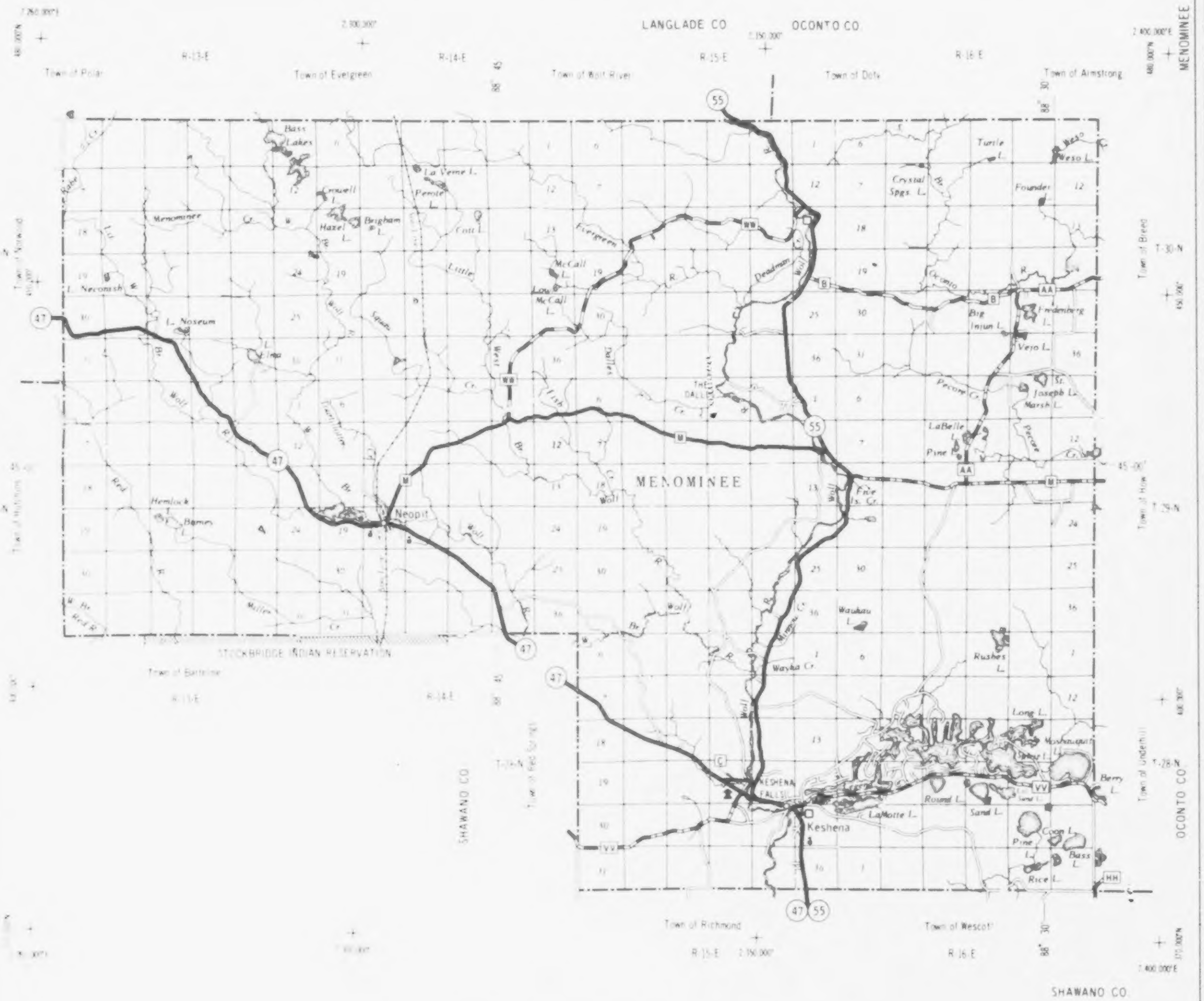
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


MENOMINEE 72-3
LANGLADE CO.
OCONTO CO.
Town of Polar
Town of Evergreen
Town of Wolf River
Town of Doty
Town of Armstrong
R-13-E
R-14-E
R-15-E
R-16-E
T-30-N
T-29-N
T-28-N
LANGLADE CO.
SHAWANO CO.
OCONTO CO.
MENOMINEE
Neopit
Keshena
KESHENA FALLS
THE DALLES
Bass Lakes
La Verne L.
Crowell L.
Hazel L.
Brigham L.
Cott L.
McCall L.
Low McCall L.
Crystal Spgs. L.
Turtle L.
Weso L.
Founder
Big Injun L.
Fredenberg L.
Vejo L.
St. Joseph L.
Marsh L.
LaBelle L.
Pine L.
L. Neconish
L. Noseum
Hemlock
Barnes
Wauhau L.
Rushes L.
Long L.
Moshawquit L.
Berry L.
Round L.
Sand L.
LaMotte L.
Pine L.
Coon L.
Bass L.
Rice L.
Wolf R.
Evergreen R.
Little Oconto R.
Deadman Cr.
Pecore Cr.
Fish Cr.
Wayka Cr.
Menominee Cr.
STOCKBRIDGE INDIAN RESERVATION
Town of Bartelme
Town of Red Springs
Town of Richmond
Town of Wescott
Town of Breed
Town of Underhill
SHAWANO CO.
47
55
M
WW
B
AA
VV
HH
C

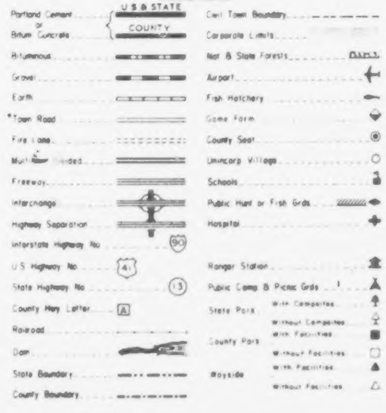
8
7
6
3
4
5
1
2
METRO
DISTRICTS

MILES OF HIGHWAY
as of Jan. 1, 1975

STATE	41
COUNTY	54
LOCAL ROADS	118
OTHER ROADS	0
TOTAL FOR COUNTY	213

Land Area .... 361 Sq. Mi.
Population 2,567
Co. Seat .... Keshena

LEGEND


U S & STATE
Portland Cement or Bitum. Concrete
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multi-Lane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
90
U.S. Highway No.
41
State Highway No.
13
County Hwy. Letter
A
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities

* surface types on town roads not shown

TOWNSHIP NUMBERING

6	5	4	3	2	1
7	8	9	10	11	12
18	17	16	15	14	13
19	20	21	22	23	24
30	29	28	27	26	25
31	32	33	34	35	36

MENOMINEE CO.

DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin

SCALE 0 1 2 MILES

Corrected for
JAN. 1976

Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs

+ Grid based on Wisconsin coordinate system, north zone

S 8703

MILWAUKEE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

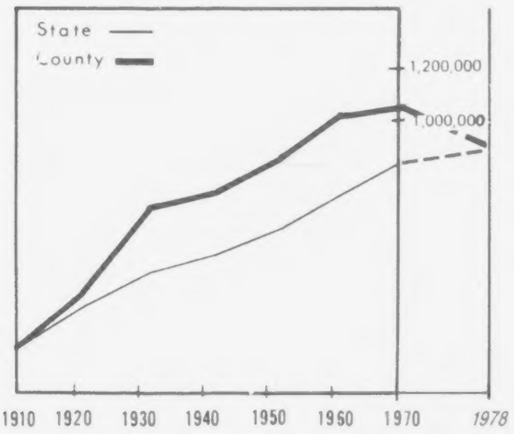
MILWAUKEE

Perhaps the 1980 census will show a larger current population than suggested below. This is Wisconsin's major industrial center, known worldwide for its heavy machinery products. The service sector is growing the fastest—typical for large urban areas in the U.S.

POPULATION

1978 population [a]	960,993	% of state	20.66
1970 population [b]	1,054,249	% of state	23.87
1970-78 change (%)	-8.8	State change	5.3 %
Net migration, 1960-70	104,465 out-		
Density, 1978 4,020.9	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Wis.	Female Co.	Wis.
Under 18	178,242	174,163	35	37	32	34
18-44	175,184	190,658	35	33	35	34
45-64	106,273	118,205	21	20	22	20
65 & over	45,470	65,795	9	10	12	12
Total	505,169	548,894	100%		100%	

Median age 28.6; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 10,980; State $ 10,068

Income Groups:	County %	State %
Under $4,000	10	13
$10,000 & over	58	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $7,912,212; % of state 24.78
Per capita $ 7,861; State average $ 6,864
Three largest income sources, 1977 ($1,000's):

Manufacturing	$2,778,553
Services	$1,200,014
Gov't: state & local	$ 645,923

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	489,748	$ 247	18,001
Major Groups:			
Construction	15,247	$ 380	1,470
Manufacturing	160,988	$ 315	1,629
Transp., Util.	19,465	$ 337	604
Wholesale trade	26,607	$ 295	1,709
Retail trade	81,644	$ 130	4,519
Finance, Ins., etc.	31,270	$ 236	1,958
Services	100,566	$ 185	5,901
Government	53,060	$ 253	76

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	257	218	0.0	4.9
Nonfarm Proprietors	20,502	20,222	3.8	6.2
Wage & Salary Employment (major groups):				
Farm	480	486	0.1	2.1
Construction	14,712	14,465	2.7	3.4
Manufacturing	154,917	153,515	28.7	24.9
Transp., Util.	28,186	25,380	4.7	3.9
Wholesale trade	27,441	28,438	5.3	4.1
Retail trade	81,136	83,004	15.5	14.8
Finance, Ins., etc.	27,351	32,221	6.0	3.8
Services	85,045	107,195	20.0	15.9
Government	66,999	69,628	13.0	15.5
Total (Employment)	507,688	535,513	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	170	15,000
1977	170	15,400

% of land in farms, 1978	10	State 54%
Avg. size of farms, 1978	88 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	46 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,574	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 45,676	State avg. $ 32,493
Total ($1,000's)	$ 7,765	% of state 0.2

Major Groups	($1,000's)	% of State
Dairy products	$ 315	0.02
Meat animals	$ 138	0.03
Poultry & eggs	$ 168	0.1
Field crops	$ 940	0.3
All vegetables	$ 199	0.1
Specialty crops	$ 5,733	4.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) NA

% of land area NA State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	NA	NA	0
Other softwoods	NA	NA	0
Oak	NA	NA	0
Maple (hard)	NA	NA	0
Aspen	NA	NA	0
Other hardwoods	NA	NA	0

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 85 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	7,454	1972	8,519
Sales ($1,000's): 1977	$ 3,453,803	% of state	23.04
1972	$ 2,334,072	% of state	25.12
Sales per capita, 1977: Co.	$ 3,518	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 104,878	10.65
Gen. merchandise	$ 575,122	29.91
Foods	$ 688,375	22.31
Automotive	$ 638,246	21.03
Gas stations	$ 241,118	19.29
Apparel	$ 170,338	30.32
Furnit., house equip.	$ 195,321	28.71
Eating & drinking places	$ 362,107	23.90
Drug stores	$ 98,802	25.89
Miscellaneous	$ 379,496	25.23

WHOLESALE TRADE

No. of establishments: 1977	1,756	1972 1,878
Sales ($1,000's): 1977	$ 7,596,742	% of state 38.67
1972	$ 3,665,228	% of state 41.98

SERVICE INDUSTRIES

No. of establishments: 1977 7,382

Total receipts, 1977 ($1,000's) $ 875,915 % of state 33.97

Hotel, motels, recreation camps

No. of establishments: 1977	95	1972 106
Receipts: ($1,000's) 1977	$ 48,553	% of state 17.58
1972	$ 33,204	% of state 19.29

Amusements, recreation services

No. of establishments: 1977	742	1972 784
Receipts: ($1,000's) 1977	$ 74,947	% of state 27.58
1972	$ 52,619	% of state 29.89

[m] U.S., Bureau of the Census

MILWAUKEE COUNTY - A DESCRIPTION

Milwaukee County, which contains the 14th city in population in the United States (1975 est.), is now almost completely urban in appearance and economic character. The standard metropolitan statistical area (with Washington, Waukesha and Ozaukee counties) is ranked 23rd in the nation. Almost 21 percent of Wisconsin's population is in the county.

The following data give a better indication of the extent of industrialization in the county: Current estimates show that the county ranks 24th in population in the nation, but 10th in factory jobs. The SMSA ranks 23rd in population, but 13th in manufacturing employment.

Milwaukee County has about 28 percent of all manufacturing jobs in the state. Its retailers do about 23 percent of all retail trade, and wholesalers handle 39 percent of this type of business. Service industry receipts are in between—about 34 percent of the Wisconsin total.

Milwaukee County passed the Indian trading stage about 1835, when settlers began to come by the thousands, mostly in lake steamers. Milwaukee became a great grain shipping port when wheat production was at its peak in Wisconsin and nearby states.

Milwaukee County has, in addition to older native American stocks, a large population of German ethnic origin, a sizable Polish population, and people from many other nations. It is apparent that these immigrants brought old-world skills, not only in beer-making, but especially in metalworking. These help to explain the fabulous industrial growth in this county. The county had a favorable location for assembling raw materials (iron, steel, hides, etc.) and for serving the growing midwest and even national markets. This helps account for the great machinery plants that grew up.

Milwaukee has provided a large part of all the machinery used on the iron ranges of the Upper Great Lakes and Canada, much of the nation's woodworking and forest-industry machinery, roadbuilding equipment, and farm machinery. With large makers of heavy electrical machinery and with first rank in electrical controls, the area is a great center for knowledge and skills in this field also. Many associate Milwaukee with beer; for sportsminded people, it might be Brewers or Bucks.

The county's gain in population in 1960-70 was rather small. The suburban explosion caught up with Milwaukee, as it did with most sizable cities. Net out-migration is estimated at over 100,000. The 1978 population estimate implies considerable net out-migration since 1970. Federal demographers don't think the loss was as severe as the official estimate implies. The population density of 4,021 per square mile is not among the highest in the nation.

Manufacturing employment has varied considerably through the years. Although the county has almost 1,800 establishments in widely diversified lines, it is still true that the largest group, machinery, is subject to relatively wide cycles. There has been a loss of employment in light consumer's goods industries in the last quarter century, while the durable lines have tended toward greater diversity. The area did not participate to the extent that most centers did during the World War II expansion program, and fell behind considerably until the capital goods booms in the post-war period. There has been some decrease in factory jobs in the last decade.This is not unusual for urban centers; it is part of the suburbanization movement.

Milwaukee County provides jobs for thousands of daily commuters from adjoining counties—jobs in trade, services, finance, government, transportation, and the like, as well as manufacturing. Like all of the nation's major manufacturing centers, the Milwaukee area is becoming more nearly average in terms of occupational structure. Yet, manufacturing is still far above average and promises to remain high. Some firms are moving into adjoining counties.

Most of the "farms" are really of the truck garden, greenhouse, vegetables, and fruit type. Specialty crops account for almost all of the income.

Incomes are noticeably high in Milwaukee County. Personal income estimates for 1977 show almost $1,000 more per capita than the average Wisconsin resident. However, the *number* of families with incomes under $4,000 (1969) was sizable.

Milwaukee County has several colleges and universities. The largest are Marquette University (11,000 students) and the University of Wisconsin-Milwaukee (25,000). The industrialist will also be much interested in the Milwaukee School of Engineering and the technical (voc-ed) school at Milwaukee, recognized as tops in the nation.

In addition to highway and rail services commensurate with its size, Milwaukee has a major seaway port. Mitchell Field is a major airport. As of July 1979, a total of eleven carriers were using the airport.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	1,798	1,762	1,838
Employees (1,000's)	159.3	159.2	181.1
% of state	29.41	31.78	35.36
Total payroll ($ millions)	$ 2,415.5	$ 1,644.5	$ 1,382.8
% of state	32.66	34.79	38.65
Avg. earnings/hr., prod. workers	$ 7.31	$ 4.75	$ 3.47
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 5,067.3	$ 2,940.0	$ 2,464.6
% of state	30.25	31.11	35.14
New mfg. capital expenditures ($ millions)	$ 297.8	$ 151.0	$ 154.6
% of state	25.04	28.21	30.52
Value of shipments ($ millions)	$ 9,902.6	$ 5,616.5	$ 4,680.9
% of state	25.35	26.40	30.28

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	**20-49**	**50-99**	**100-249**	**250 & over**
Foods, beverages	40	21	10	7	14
Textiles, apparel, leather	44	22	12	11	5
Wood products, furniture	71	11	3	3	1
Paper, paper prods.	16	7	9	7	3
Chemicals, petrol., rubber & plastics	78	31	17	9	2
Metalworking, mach., transport. equip.	419	138	80	61	80
Printing & publishing	209	24	18	9	4
All other types	105	24	10	9	5

Factory jobs per 1,000 population, June, 1978

County 166 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Briggs & Stratton Corp.	Wauwatosa, Milwaukee	Air-cooled gasoline engines, auto locks	9,300-9,399
A. O. Smith Corp.	Milwaukee	Auto and truck frames, etc.	6,800-6,899
Allen-Bradley Co.	Milwaukee	Electrical control equipment	6,500-6,599
Allis Chalmers Corp.	West Allis	Tractors, pumps, machinery, etc.	4,900-4,999
Ladish Co.	Cudahy	Forgings, rolled rings, fittings	4,400-4,499
Rexnord, Inc.	Milwaukee	Power transmission, mining & construction machinery	3,800-3,899
General Electric Co.	Milwaukee	X-ray equipment, medical systems, dishwashers	3,800-3,899
Miller Brewing Co.	Milwaukee	Beer	3,300-3,399
Newspapers, Inc.	Milwaukee	Publishing	3,000-3,099
The Falk Corp.	Milwaukee	Gears, drives, power systems	3,000-3,099

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Wisconsin Telephone Co.	Milwaukee	Utility	5,000-5,099
Gimbel Bros., Inc.	Milwaukee	Department store	4,000-4,099
University of Wisconsin-Milwaukee	Milwaukee	University	3,900-3,999
U.S. Postal Service	Milwaukee	Mail service	3,600-3,699
Boston Store	Milwaukee	Department store	3,100-3,199

MANUFACTURING — ANALYSIS

Although factory jobs aren't as numerous as they once were, there are still a great many — 162,233 in March 1979 (latest data). The list above does not include such well-known companies as Bucyrus-Erie, Evinrude Motors, Kearney & Trecker, Koehring, Johnson Controls, General Motors, and Pabst, to name a few. Milwaukee is among world leaders in many kinds of heavy machinery (construction, mining, etc.). Imagine the castings and forgings that underpin this! Briggs & Stratton is easily the world's largest in its field. The 1974-5 recession didn't have a large impact here. World demand for the big-ticket items held up well. Milwaukee is world-famous for its breweries. The variety of goods made is astounding.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 404,930	% of state	27.33
Per capita [r]	$ 413	State avg. $	320
Full value rate [s]	$ 31.09	State avg. $	22.31

Property Assessment—full value			
Total ($ millions)	$ 14,503	% of state	19.72
Per capita [r]	$ 14,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 981,275	% of state	27.57

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 274,181	24.48
Corporate income	$ 70,520	26.66
Sales and use	$ 158,693	22.45

State Shared Taxes	($1,000's)	% of state
Total	$ 81,716	26.88
State Aids		
Payment to school districts	$ 112,603	17.90
Health & social services (co. govt. only)	$ 138,571	32.29
Transportation	$ 16,026	13.24

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Bayside, vil. *	4,461	4,670	4.7
Brown Deer, vil.	12,582	14,250	13.3
Fox Point, vil.	7,939	7,895	-0.6
Greendale, city	15,089	17,975	19.1
Hales Corners, vil.	7,771	8,890	14.4
River Hills, vil.	1,561	1,590	1.9
Shorewood, vil.	15,576	14,163	-9.1
West Milwaukee, vil.	4,405	3,529	-19.9
Whitefish Bay, vil.	17,401	15,800	-9.2
Cudahy, city	22,078	21,144	-4.2
Franklin, city	12,247	16,856	37.6
Glendale, city	13,426	13,722	2.2
Greenfield, city	24,424	30,250	23.8
Milwaukee, city	717,372	620,162	-13.6
Oak Creek, city	13,928	16,070	15.4
St. Francis, city	10,489	10,269	-2.1
South Milwaukee, city	23,297	22,673	-2.7
Wauwatosa, city	58,676	54,416	-7.3
West Allis, city	71,649	66,791	-6.8

[t] Official estimates, DOA

*Total — part in adjoining county

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 15,079 % of state 11.02

Valuation per unit, 1978:

$ 38,983 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 47,700* State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

*Estimated

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)*

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	1,221	331,798	9.34
Manufacturing	240	82,391	8.73
Commercial	275	43,836	5.65
Amusement & recreation	29	8,480	7.17
Hotels, motels, etc.	12	6,360	12.79

*Excluding City of Milwaukee

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 153,000; **Great Lakes/Mississippi shoreline** 24 miles.

Acreage of named lakes 172 ; **Total number of lakes** 39; **Lakes with public access** 32

Total public land designated for recreation use 12,719 acres: **Federal-** 0 acres; **State-** 0 acres; **County-** 11,253 acres; **Other public areas** [y] 1,466 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 14; **Canoe pick-up services** 2

Swimming [z] 27 areas

Fishing: Sample of fish caught— panfish, trout, salmon

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 9 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 108 sites

Major hiking trails 0 miles

Bicycling trails 64 miles

Snowmobiling trails open to public use 0 miles

Downhill skiing [z] 1 areas, 2 runs

Cross country skiing [z] 6 areas, 12 miles

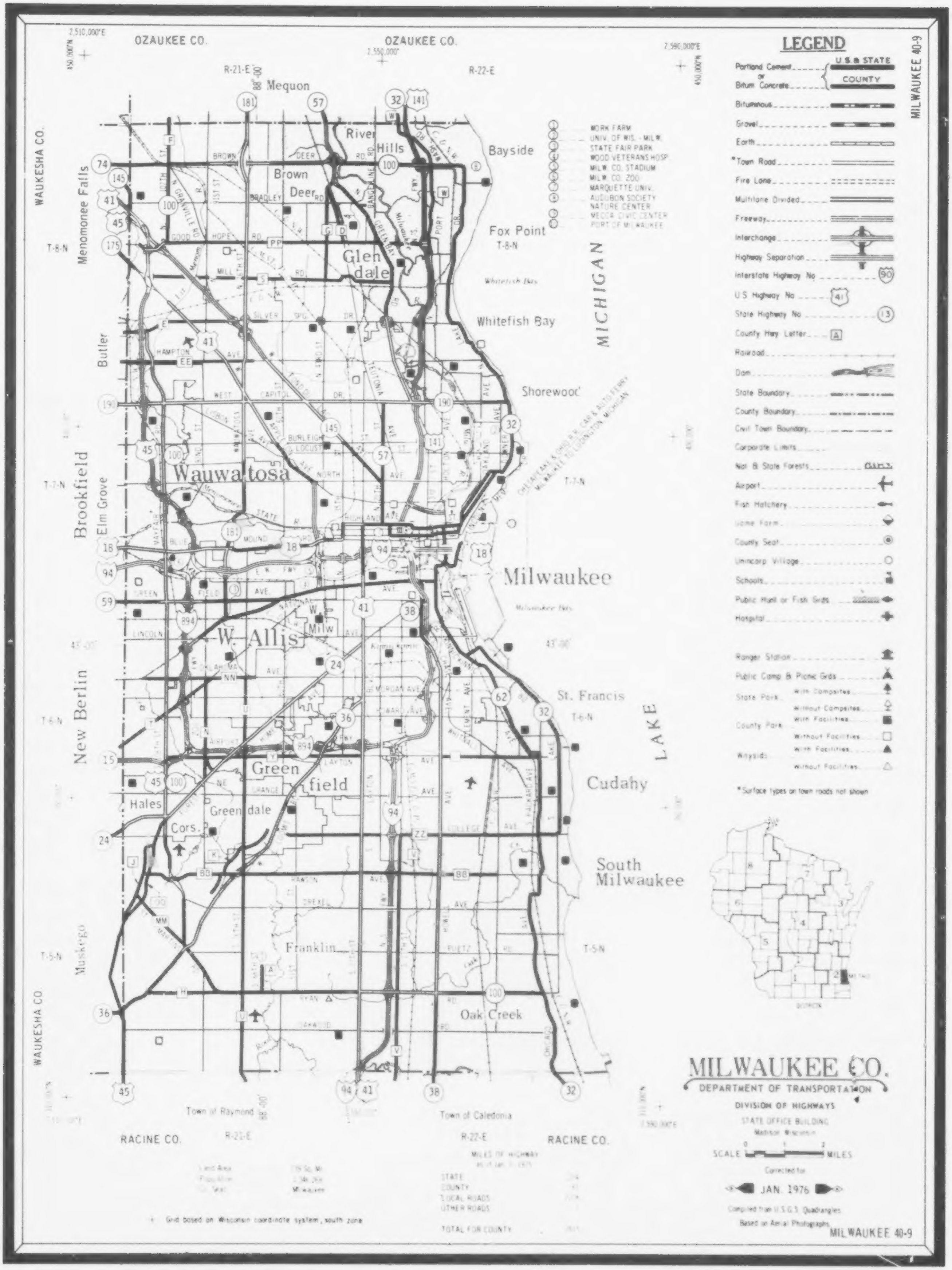
Hunting 0 acres

OF SPECIAL INTEREST Memorial Center Building, Milwaukee County Zoo, Milwaukee Public Museum, Mitchell Park, Whitnall Park

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.

MILWAUKEE 40-9
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
90
U.S. Highway No.
41
State Highway No.
13
County Hwy. Letter
A
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
WORK FARM
UNIV. OF WIS. - MILW.
STATE FAIR PARK
WOOD VETERANS HOSP.
MILW. CO. STADIUM
MILW. CO. ZOO
MARQUETTE UNIV.
AUDUBON SOCIETY NATURE CENTER
MECCA CIVIC CENTER
PORT OF MILWAUKEE
OZAUKEE CO.
OZAUKEE CO.
WAUKESHA CO.
WAUKESHA CO.
RACINE CO.
RACINE CO.
R-21-E
R-22-E
T-8-N
T-7-N
T-6-N
T-5-N
Mequon
River Hills
Bayside
Brown Deer
Fox Point
Glendale
Whitefish Bay
Shorewood
Menomonee Falls
Butler
Brookfield
Elm Grove
Wauwatosa
Milwaukee
W. Allis
W. Milw.
New Berlin
St. Francis
Cudahy
Greenfield
Hales Cors.
Greendale
South Milwaukee
Muskego
Franklin
Oak Creek
Town of Raymond
Town of Caledonia
LAKE MICHIGAN
Whitefish Bay
Milwaukee Bay
CHESAPEAKE & OHIO R.R. CAR & AUTO FERRY MILWAUKEE TO LUDINGTON, MICHIGAN
2,510,000'E
2,550,000'
2,590,000'E
450,000'N
88°00'
43°00'
MILWAUKEE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
MILES OF HIGHWAY
STATE
COUNTY
LOCAL ROADS
OTHER ROADS
TOTAL FOR COUNTY
Land Area
Population
Co. Seat
Milwaukee
+ Grid based on Wisconsin coordinate system, south zone
MILWAUKEE 40-9

S 8703

MONROE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

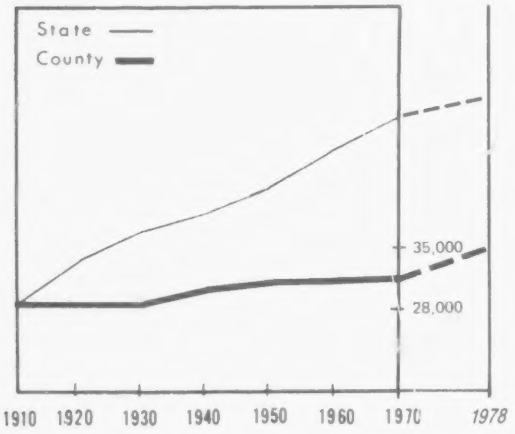
MONROE

Industrial growth has been very rapid recently. The interstate highway has clearly been of major importance. Federal civilian jobs are providing much income. It is all adding up to population growth.

POPULATION

1978 population [a]	34,056	% of state	0.73
1970 population [b]	31,610	% of state	0.72
1970-78 change (%)	7.7	State change	5.3 %
Net migration, 1960-70	2,327 out-		
Density, 1978	37.2 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	5,922	5,587	37	37	36	34
18-44	4,434	4,394	27	33	28	34
45-64	3,643	3,337	23	20	21	20
65 & over	2,073	2,220	13	10	14	12
Total	16,072	15,538	100%		100%	

Median age 30.6; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,223; State $ 10,068

Income Groups:	County %	State %
Under $4,000	18	13
$10,000 & over	37	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 187,395; % of state 0.59

Per capita $ 5,539; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Govn't: federal civilian	$ 26,036
Manufacturing	$ 24,280
Farm	$ 20,191

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	10,982	$ 170	653
Major Groups:			
Construction	271	$ 258	65
Manufacturing	2,544	$ 190	41
Transp., Util.	508	$ 235	41
Wholesale trade	416	$ 176	49
Retail trade	1,868	$ 107	230
Finance, Ins., etc.	310	$ 167	42
Services	1,306	$ 114	124
Government	3,680	$ 192	49

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,231	2,110	13.4	4.9
Nonfarm Proprietors	1,069	1,233	7.8	6.2
Wage & Salary Employment (major groups):				
Farm	581	637	4.0	2.1
Construction	270	283	1.8	3.4
Manufacturing	1,099	2,159	13.7	24.9
Transp., Util.	930	612	3.9	3.9
Wholesale trade	241	473	3.0	4.1
Retail trade	1,685	1,868	11.9	14.8
Finance, Ins., etc.	197	304	1.9	3.8
Services	1,339	1,735	11.0	15.9
Government	3,844	4,313	27.4	15.5
Total (Employment)	13,492	15,763	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,960	391,500
1977	1,970	393,000

% of land in farms, 1978	71	State 54%
Avg. size of farms, 1978	200 ac	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974 [h]	86 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 581	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 28,007	State avg. $ 32,493
Total ($1,000's)	$ 55,174	% of state 1.8

Major Groups	($1,000's)	% of State
Dairy products	$ 36,751	1.9
Meat animals	$ 7,254	1.4
Poultry & eggs	$ 548	0.5
Field crops	$ 4,548	1.6
All vegetables	$ 367	0.2
Specialty crops	$ 5,471	4.6

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 219,400

% of land area 37 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds.		147
Other softwoods	21,093	65,568	0
Oak	54,984	135,592	613
Maple (hard)	4,361	11,508	60
Aspen	18,533	15,734	88
Other hardwoods	29,001	49,681	220

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977)
Stone

Value of product $ 935,000 % of state 0.69

Employment covered by U.C., 1977 (an avg.) [l]

County 14 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	352	1972	379
Sales ($1,000's): 1977	$ 93,926	% of state	0.63
1972	$ 53,588	% of state	0.58
Sales per capita, 1977: Co.	$ 2,773	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 10,806	1.10
Gen. merchandise	$ 3,726	1.19
Foods	$ 18,629	0.62
Automotive	$ 16,239	0.53
Gas stations	$ 20,237	1.62
Apparel	$ 3,804	0.68
Furnit., house equip.	$ 3,505	0.52
Eating & drinking places	$ 9,748	0.64
Drug stores	$ 2,298	0.60
Miscellaneous	$ 4,934	0.33

WHOLESALE TRADE

No. of establishments: 1977 61 1972 73

Sales ($1,000's): 1977 $ 64,314 % of state 0.33

1972 $ 38,726 % of state 0.36

SERVICE INDUSTRIES

No. of establishments: 1977 233

Total receipts, 1977 ($1,000's) $ 11,050 % of state 0.43

Hotel, motels, recreation camps

No. of establishments: 1977 19 1972 19

Receipts: ($1,000's) 1977 $ 2,038 % of state 0.74

1972 $ 482 % of state 0.28

Amusements, recreation services

No. of establishments: 1977 24 1972 18

Receipts: ($1,000's) 1977 $ 379 % of state 0.14

1972 $ 1,063 % of state 0.60

[m] U.S., Bureau of the Census.

MONROE - A DESCRIPTION

Population is growing fairly rapidly in Monroe County. This is a switch from earlier experience. Factory jobs have made a quantum leap recently.

Monroe County, in west-central Wisconsin, owes much of its past development to transportation systems, and its economic future is buttressed by federal highway developments. Interstate highways 94 and 90 follow two long-established, natural thoroughfares. The La Crosse River provides a natural east-west roadbed in this hilly section of the western Wisconsin uplands. Mainline rail lines and highway systems that connect the Great Lakes with the prairies to the west make use of this corridor. Also, heavy-duty rail and highway traffic between Chicago and the Twin Cities follows the western edge of Wisconsin's central sandy plain, which extends into the northeast quarter of Monroe County. Sparta, the county seat, is 114 miles northwest of Madison and 152 miles southeast of St. Paul, Minnesota.

A large part of Monroe County (the north-central part, north from U.S. highway 16) is occupied by Fort McCoy. An important training camp during wartime, its peacetime use is mainly for training reserve units during the summer season. The economy of the area has long felt the ebb and flow of income associated with this facility.

County employment is heavy in service jobs, many at the Veterans Hospital and, seasonally, at Fort McCoy. Twenty-seven percent of the county's jobs were in government in 1977. Over seventeen percent of the jobs were in agriculture. Manufacturing gave work to fourteen percent of those working in the county in 1977, but this was much higher in 1979.

Median family income is well below the state average, but it is about the general average for the western uplands section of the state. In 1977 the county obtained .59 percent of the state's personal income, for .73 percent of its people.

County population reached a peak (up to then) of 31,610 in 1970. There had been little change since 1900. Now, the estimate for 1978 shows considerable growth. The median age (half older, half younger) was 30.6 in 1970, which is noticeably above the state average of 27.2. The Veterans Hospital in Tomah (Federal) has a relatively large number of older people who would be allocated at least in part to Monroe County. Children at the Wisconsin Child Center (Sparta) were similarly counted. (This institution has been closed.) It is estimated that 5,009 more persons left Monroe County than moved in, 1950 to 1960, but this was pared to 2,327 in the sixties. Now there is a rather sizable in-migration.

Retail trade is fairly strong in Monroe County. Sales in 1977 were about .63 percent of the state total—up from 1972. The importance of tourism and business travel is revealed in the data for gas stations. Groups such as general merchandise and furniture (etc.), ordinarily called shoppers goods, are evidently held down by competition from such retail centers as La Crosse.

Only 71 percent of the county is in farms. (Large acreages are occupied by Fort McCoy and the Central Wisconsin Conservation Area.) Following national trends, farms have become larger as numbers have declined. Dairying is the predominant source of farm income, which is below the state average per farm. Cropland per farm is rather low. Some tobacco is raised, but cranberry output is of greater economic importance.

In the transition from pioneer general farming to dairying, there was an interim period of emphasis on wheat, but also a great deal of interest in tree fruits, strawberries, and other horticultural specialties.

Manufacturing is quite diversified. There was a flurry of new industries in the 1950's. Recent gains have been significant. Because of federal jobs at the military base and the veteran's hospital, the proportion of income from federal civilian employment was higher than from any other source in 1977. At this time (1979), manufacturing ought to be contesting for first rank.

About 37 percent of the county is considered to have forest cover. Leading species are oak of various kinds and jack pine.

Monroe County lies mainly in the southwestern Wisconsin upland region. The northeastern part of the county is a sandy plain, part of Glacial Lake Wisconsin. Isolated limestone-capped hills, often buttelike, rise 100 to 300 feet above the level plain, lending scenic interest to the region.

Scheduled flights are available at La Crosse.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	45	42	39
Employees (1,000's)	2.1	1.3	1.5
% of state	0.39	0.26	0.29
Total payroll ($ millions)	$ 18.7	$ 9.7	$ 7.4
% of state	0.25	0.21	0.21
Avg. earnings/hr., prod. workers	$ 3.94	$ 2.90	$ 1.96
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 52.3	$ 19.3	$ 16.0
% of state	0.31	0.20	0.23
New mfg. capital expenditures ($ millions)	$ 2.1	$ 2.1	$ 1.2
% of state	0.18	0.39	0.24
Value of shipments ($ millions)	$ 118.5	$ 46.9	$ 41.0
% of state	0.30	0.22	0.27

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	10	1	1	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	3	1	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	2	0	0	1	0
Metalworking, mach., transport. equip.	5	2	1	1	3
Printing & publishing	3	2	1	0	0
All other types	2	2	0	0	0

Factory jobs per 1,000 population, June, 1978

County 69

State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Northern Engraving Co.	Sparta	Product identification and decoration items	700-799
The Toro Company	Tomah	Lawn equipment	450-499
Spartek Inc.	Sparta	Metal plating, finishing, etc.	350-399
Union Camp Corporation	Tomah	Polyethylene extrusion, conversion (packaging)	200-249
Sparta Mfg. Co., Inc.	Sparta	Gray iron castings	150-199
Southside Machine, Inc.	Sparta	Lithographic plates, tools & dies, etc.	70-99
Congoleum Corp. - Kinder	Tomah	Upholstered furniture	70-99
Universal Sanitary Equip. Mfg. Co.	Tomah	Sewage pumping equip., water treatment	70-99
Energy Research	Tomah	Heating equipment	50-69
Hiawatha Valley	Sparta	Fluid milk	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
Veteran's Administration Hospital	Tomah	Hospital	1,000-1,099
Tomah Memorial Hospital	Tomah	Hospital	100-149
Burnstad's Supermarket, Inc.	Tomah	Grocers	100-149
St. Mary's Hospital	Sparta	Hospital	100-149
North West Telephone Co.	Tomah	Utility	100-149

MANUFACTURING — ANALYSIS

This county has had its ups and downs. The job growth since 1977 has been quite remarkable. The March 1979 (latest data) figure reached 2,725—close to double the number of factory jobs early in the 1970's. Toro was the big location there in the 1970's, but several of the other companies (including Northern Engraving) added lots of workers. Industry is diversified, and most plants are somewhat labor oriented. Clearly the interstate highway has made the area more attractive to industry. Just in 1978, a total of four new industries announced a location in the county.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 7,206	% of state	0.49
Per capita [r]	$ 213	State avg. $	320
Full value rate [s]	$ 18.32	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 435	% of state	0.59
Per capita [r]	$ 12,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 11,147	% of state	0.31

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 5,479	0.49
Corporate income	$ 1,200	0.45
Sales and use	$ 4,539	0.64

State Shared Taxes	($1,000's)	% of state
Total	$ 1,848	0.61
State Aids		
Payment to school districts	$ 6,755	1.07
Health & social services (co. govt. only)	$ 3,070	0.72
Transportation	$ 1,244	1.03

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Cashton, vil.	824	809	-1.8
Kendall, vil.	468	446	-4.7
Melvina, vil.	116	115	-0.8
Norwalk, vil.	432	496	14.8

	1970	1978 [t]	% Change 1970-78
Warrens, vil.	unincorp.	299	—
Wilton, vil.	516	482	-6.6
Wyeville, vil.	203	184	-9.4
Sparta, city,	6,258	6,683	6.8
Tomah, city	5,647	7,056	25.0

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 424 % of state 0.31

Valuation per unit, 1978:

$ 33,804 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 29,462 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	177	17,917	0.50
Manufacturing	20	5,996	0.64
Commercial	42	2,253	0.29
Amusement & recreation	2	78	0.07
Hotels, motels, etc.	4	321	0.65

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 585,600; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 852; **Total number of lakes** 129; **Lakes with public access** 11

Total public land designated for recreation use 29,167 acres: **Federal-** 15,449 acres; **State-** 3,046 acres; **County-** 5,153 acres; **Other public areas** [y] 5,519 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 3; **Canoe pick-up services** 0

Swimming [z] 10 areas

Fishing: Sample of fish caught— panfish, bass, northern, trout

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 569 sites

Major hiking trails 28 miles

Bicycling trails 242 miles

Snowmobiling trails open to public use 44 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

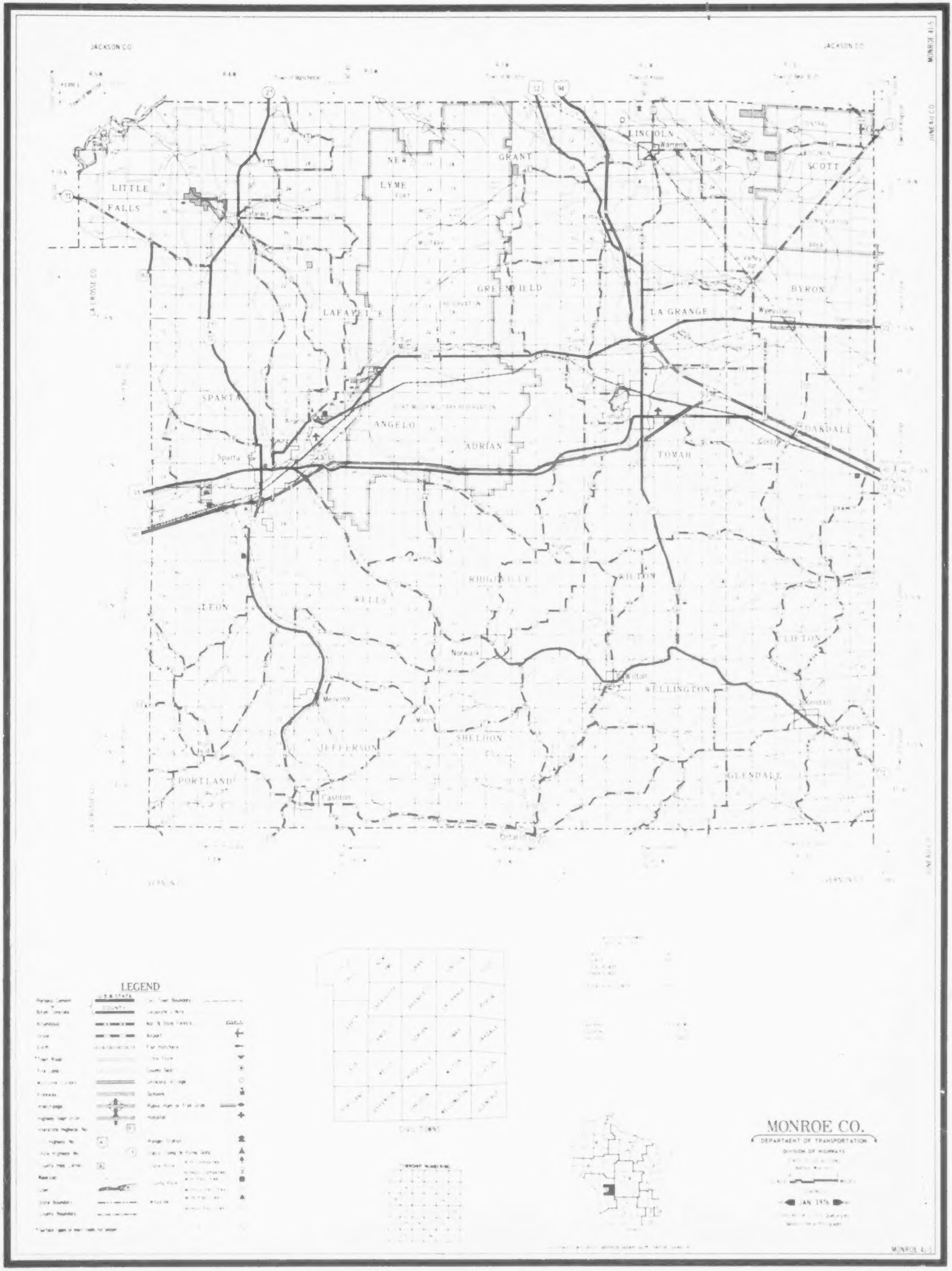
Hunting 10,612 acres

OF SPECIAL INTEREST Camp Douglas, Fort McCoy, Central Wis Conservation Area, Elroy-Sparta Trail, Mill Bluff State Park

[x] Courtesy of Bureau of Planning, DNR

[y] Includes local parks, school forests and quasi-public areas

[z] Private as well as publicly owned areas


MONROE 41-5
JACKSON CO.
JACKSON CO.
JUNEAU CO.
LA CROSSE CO.
VERNON CO.
VERNON CO.
JUNEAU CO.
LITTLE FALLS
NEW LYME
GRANT
LINCOLN
Warrens
SCOTT
LAFAYETTE
GREENFIELD
LA GRANGE
BYRON
Wyeville
SPARTA
Sparta
ANGELO
ADRIAN
FORT McCOY MILITARY RESERVATION
TOMAH
Tomah
OAKDALE
Oakdale
RIDGEVILLE
WILTON
Wilton
WELLS
LEON
Norwalk
CLIFTON
WELLINGTON
Kendall
Melvina
JEFFERSON
SHELDON
PORTLAND
Cashton
Ontario
GLENDALE
LEGEND
U.S. & STATE
COUNTY
CIVIL TOWNS
TOWNSHIP NUMBERING
MONROE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN 1976
MONROE 41-5

58703

OCONTO COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

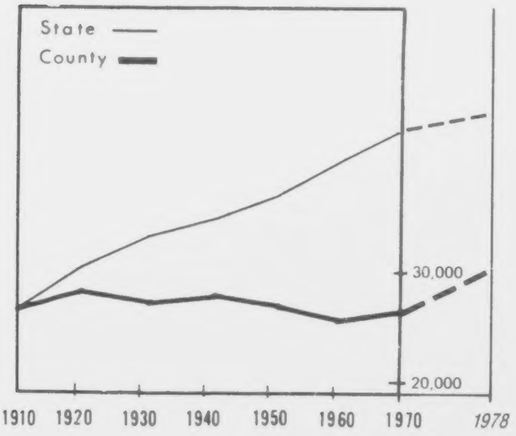
OCONTO

Probably the recreational opportunities offered by forests, lakes and streams have much to do with current population gains. Factory jobs have fluctuated, but recent experience seems rather good. The dividing line between farm country and forest-recreation lands (in the north) is almost abrupt.

POPULATION

1978 population [a]	28,918	% of state	0.62
1970 population [b]	25,553	% of state	0.58
1970-78 change (%)	13.2	State change	5.3 %
Net migration, 1960-70	914 out-		
Density, 1978 28.7	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	4,817	4,682	38	37	37	34
18-44	3,361	3,304	26	33	26	34
45-64	2,877	2,952	22	20	23	20
65 & over	1,734	1,826	14	10	14	12
Total	12,789	12,764	100%		100%	

Median age 30.8; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 7,275; State $ 10,068

Income Groups:	County %	State %
Under $4,000	24	13
$10,000 & over	28	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $ 145,533; % of state 0.46
Per capita $ 5,268; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 26,654
Farm	$ 16,628
Gov'nt: state & local	$ 8,948

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	6,978	$ 164	559
Major Groups:			
Construction	409	$ 205	78
Manufacturing	2,420	$ 217	60
Transp., Util.	188	$ 234	32
Wholesale trade	288	$ 182	38
Retail trade	987	$ 94	168
Finance, Ins., etc.	158	$ 153	30
Services	1,136	$ 89	96
Government	1,279	$ 155	43

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,814	1,644	16.2	4.9
Nonfarm Proprietors	942	1,143	11.3	6.2
Wage & Salary Employment (major groups):				
Farm	324	376	3.7	2.1
Construction	143	319	3.2	3.4
Manufacturing	1,811	2,261	22.3	24.9
Transp., Util.	306	241	2.4	3.9
Wholesale trade	114	303	3.0	4.1
Retail trade	826	949	9.4	14.8
Finance, Ins., etc.	83	160	1.6	3.8
Services	723	1,092	10.8	15.9
Government	1,411	1,571	15.5	15.5
Total (Employment)	8,508	10,124	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,470	263,900
1977	1,490	264,200

% of land in farms, 1978	42	State 54%
Avg. size of farms, 1978	180 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	96 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 631	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 26,863	State avg. $ 32,493
Total ($1,000's)	$ 40,027	% of state 1.3

Major Groups	($1,000's)	% of State
Dairy products	$ 30,398	1.6
Meat animals	$ 4,732	0.9
Poultry & eggs	$ 346	0.3
Field crops	$ 1,204	0.4
All vegetables	$ 1,862	1.0
Specialty crops	$ 1,344	1.1

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 365,400

% of land area 57 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	73,905	166,573	368
Other softwoods	85,201	116,402	111
Oak	8,761	59,185	287
Maple (hard)	10,476	20,249	174
Aspen	59,132	71,732	3,281
Other hardwoods	92,903	282,833	869

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel, stone

Value of product $ 1,010,000 % of state 0.75

Employment covered by U.C., 1977 (an avg.) [l]

County 44 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	357	1972	378
Sales ($1,000's): 1977	$ 54,773	% of state	0.37
1972	$ 29,048	% of state	0.31
Sales per capita, 1977: Co.	$ 1,921	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 12,311	1.25
Gen. merchandise	$ 1,414	0.07
Foods	$ 13,412	0.42
Automotive	$ 10,734	0.36
Gas stations	$ 4,708	0.38
Apparel	$ 427	0.08
Furnit., house equip.	$ 821	0.12
Eating & drinking places	$ 7,245	0.48
Drug stores	$ 1,162	0.30
Miscellaneous	$ 2,539	0.20

WHOLESALE TRADE

No. of establishments: 1977 44		1972 55
Sales ($1,000's): 1977	$ 27,826	% of state 0.14
1972	$ 19,028	% of state 0.18

SERVICE INDUSTRIES

No. of establishments: 1977 186

Total receipts, 1977 ($1,000's) $ 6,135 % of state 0.23

Hotel, motels, recreation camps

No. of establishments: 1977	24	1972 23
Receipts: ($1,000's) 1977	$ 557	% of state 0.20
1972	$ 494	% of state 0.29

Amusements, recreation services

No. of establishments: 1977	18	1972 21
Receipts: ($1,000's) 1977	$ 650	% of state 0.24
1972	$ 523	% of state 0.30

[m] U.S., Bureau of the Census

OCONTO COUNTY - A DESCRIPTION

Population growth is fairly rapid in Oconto County. The industrial job situation, which has flip-flopped through the years, looks quite favorable. It appears as if a sizable number of private cottages are being built. The 1980 census may give a fair idea about the extent to which retirees are moving in.

Oconto County has topographic features characteristic of most of glaciated eastern Wisconsin. The southern part of the county has the best agricultural lands, with mostly loamy types of soils, including pink loams. They lend themselves to vegetable production as well as the usual feed crops. This section is almost all in farms, whereas most of the northern part has poorer soils and a topography less favorable for agriculture.

Gently-sloping moraines and relatively high elevations characterize the northern part—Townsend is 1,355 feet above sea level. Recreational resources are notable, with about one-fifth of the county lying in the Nicolet National Forest. There are 186 named lakes, found mainly in the northern and central sections.

During the latter part of the nineteenth century there was much lumbering activity in the county, and numerous mills were established on the rivers. Tremendous quantities of lumber and wood products were shipped. An extensive fishing industry also developed in settlements on Green Bay. Farming was rather late in developing.

Oconto has a fair degree of industrialization, which has been linked to agricultural and forest resources. Notable also is leather products. The pre-recession job peak was about 2,300—a figure previously exceeded. Local industrial development groups have been unusually active, and have had considerable success, but some plant losses have occurred also. Proximity to the Fox River industrial district will undoubtedly play a role in future development. Oconto, the county seat, is only 33 miles from the city of Green Bay.

Median family income in 1969 was estimated at $7,275, compared with a state figure of $10,068, but this was higher than in several northern counties. With about .62 percent of the state's population, the county had .46 percent of the state's personal income in 1977. Nevertheless, some forms of retailing do well, notably lumber, hardware, and farm equipment.

Oconto has historically been among the leading agricultural counties in various specialities. Buckwheat was once an important crop, and cheese production has been substantial since early in this century. Oconto ranks third in cucumbers behind Waushara and Portage. Other canning crops include peas, sweet corn, and snap beans.

Dairy products are the largest source of farm income. Total sales per farm were $27,000 in 1977, compared with a state average of $32,000. Some 550 farm operators worked 100 days or more off their farms in 1969 (latest data) to supplement their incomes. The number of farms is decreasing, while average farm size is increasing. Changes seem slower recently.

The population decline of 4.3 percent during the 1950's was comparatively moderate. In the sixties, a small gain was recorded. Outmigration declined from over 4,000 in the 1950's to less than 1,000 in the 1960's. The number of inhabitants has not changed much since 1910, because natural increase of population has made up for migration losses. Since 1970 there has been substantial in-migration. Large forested areas contribute to a low population density, 29 persons per square mile. The median age is quite high.

Oconto County has a sizable timber resource. The quantity of pine and other softwoods is noteworthy. There is a great quantity of elm, aspen, ash, and oak. Aspen is being cut in considerable volume.

The Milwaukee Road and the Chicago & North Western provide rail service. Highways 41 and 141 are important north-south routes in eastern Wisconsin, and link Chicago and Milwaukee with the upper peninsula of Michigan. Scheduled flights are available at Green Bay.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	69	66	59
Employees (1,000's)	2.0	2.5	1.6
% of state	0.37	0.50	0.31
Total payroll ($ millions)	$ 19.3	$ 16.0	$ 8.2
% of state	0.26	0.34	0.23
Avg. earnings/hr., prod. workers	$ 4.21	$ 3.05	$ 2.29
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 58.4	$ 41.8	$ 22.0
% of state	0.35	0.44	0.31
New mfg. capital expenditures ($ millions)	$ 2.2	$ 3.5	$ 1.0
% of state	0.18	0.65	0.20
Value of shipments ($ millions)	$ 125.5	$ 106.6	$ 61.3
% of state	0.32	0.50	0.40

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	7	1	2	1	0
Textiles, apparel, leather	1	2	0	1	0
Wood products, furniture	18	3	3	1	0
Paper, paper prods.	0	0	0	0	1
Chemicals, petrol., rubber & plastics	1	1	0	0	0
Metalworking, mach., transport. equip.	6	2	1	2	0
Printing & publishing	3	1	0	0	0
All other types	2	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 75 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Country Gardens, Inc.	Gillett	Canned vegetables (seasonal)	250-299
Scott Paper Co.	Oconto Falls	Paper toweling	200-249
Mirro Marine (Mirro)	Oconto	Pleasure boats	200-249
Liquid Carbonic Corp.	Oconto	Ice makers, etc.	150-199
Bond Pickle Co., Inc.	Oconto	Pickles, relishes	150-199
Frigo Cheese Corp.	Lena	Cheese	100-149
Linwood Inc.	Gillett	Hardwood plywood	100-149
Memline Corp.	Suring	Children's furniture	100-149
Elliott Glove Co.	Oconto	Gloves, leather safety clothing	80-99
Cruis-Tops, Inc.	Oconto	Boating accessories	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Community Memorial Hospital	Oconto Falls	Hospital	100-149
Falls Nursing Home, Inc.	Oconto Falls	Nursing home	100-149
Oconto Memorial Hospital	Oconto	Hospital	70-99
Oconto Co. Coop Association	Oconto Falls	Farm supplies	50-69
R. W. Builders, Inc.	Gillett	Construction	40-49

MANUFACTURING — ANALYSIS

The county has experienced lots of changes in factory job levels in the past. There seemed to be about as many plant closings as new industries. The more recent story seems to be one of stability, but not, overall, job growth. The latest official job total available (March 1979) shows 2,098 jobs. Some expansions are underway.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)

Total ($1,000's)	$ 7,631	% of state	0.52
Per capita [r]	$ 267	State avg. $	320
Full value rate [s]	$ 17.77	State avg. $	22.31

Property Assessment—full value

Total ($ millions)	$ 470	% of state	0.64
Per capita [r]	$ 16,500	State avg. $	15,900
Manufacturing real estate ($1,000's)	$ 12,660	% of state	0.34

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 4,466	0.40
Corporate income	$ 1,059	0.40
Sales and use	$ 3,775	0.53

State Shared Taxes	($1,000's)	% of state
Total	$ 1,619	0.53
State Aids		
Payment to school districts	$ 5,707	0.91
Health & social services (co. govt. only)	$ 1,911	0.45
Transportation	$ 1,519	1.25

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Lena, vil.	569	636	11[illegible]
Suring, vil.	499	563	12.8
Gillett, city	1,288	1,329	3.2
Oconto, city	4,667	4,840	3.7
Oconto Falls, city	2,417	2,620	4.1

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 953 % of state 0.70

Valuation per unit, 1978:

$ 26,806 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 26,411 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	154	13,679	0.39
Manufacturing	35	3,845	0.41
Commercial	38	3,335	0.43
Amusement & recreation	14	747	0.63
Hotels, motels, etc.	4	169	0.34

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 648,960; **Great Lakes/Mississippi shoreline** 23 miles.

Acreage of named lakes 10,423; **Total number of lakes** 379; **Lakes with public access** 101

Total public land designated for recreation use 185,562 acres; **Federal-** 138,623 acres; **State-** 3,935 acres; **County-** 40,994 acres; **Other public areas** [y] 2,010 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 62; **Canoe pick-up services** 8

Swimming [z] 40 areas

Fishing: Sample of fish caught— panfish, trout, northern, bass, muskellunge

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 796 sites

Major hiking trails 3 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 200 miles

Downhill skiing [z] 1 areas, 4 runs

Cross country skiing [z] 3 areas, 79 miles

Hunting 187,380 acres

OF SPECIAL INTEREST Nicolet National Forest, Oconto Site (Copper Culture), Warvel's Vintage Auto Museum, Beyer Home, First Church of Christ Scientist, Holt and Balcom Lumber Camp la

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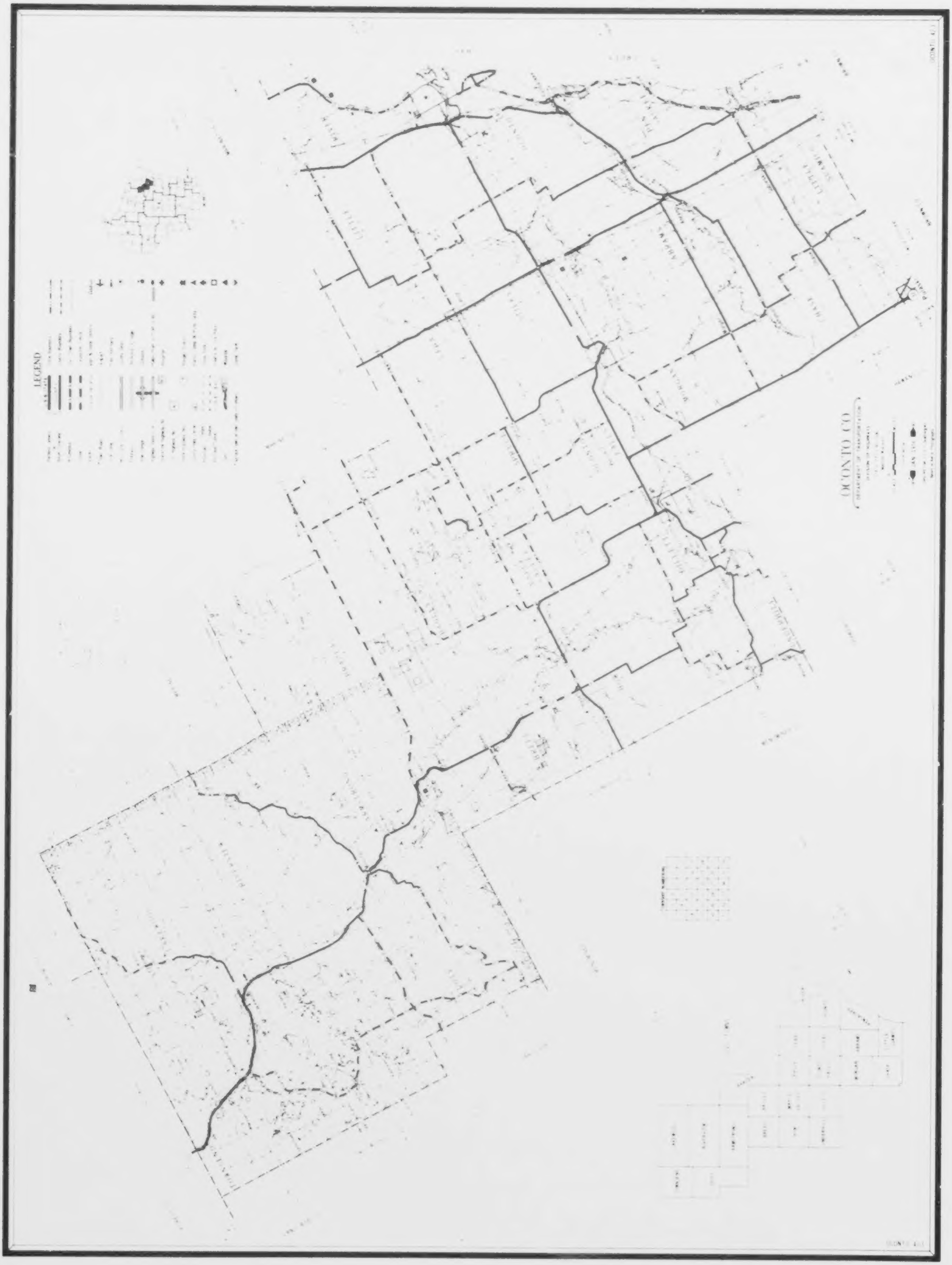
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas

[z] Private as well as publicly owned areas.


OCONTO CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
LEGEND

6

S2703

ONEIDA COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

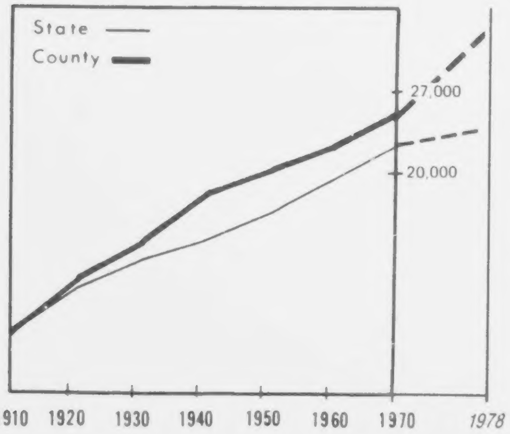
ONEIDA

This is a good example of a northern county with a recreation orientation that is attracting outsiders. Perhaps many are retirees. Overall job growth has been fairly substantial, accounting for some of the population gain. Trade and service income is noticeably high. Evidently lots of cottages were built in the 1970's.

POPULATION

1978 population [a]	30,143	% of state	0.65
1970 population [b]	24,427	% of state	0.55
1970-78 change (%)	24.4	State change	5.3 %
Net migration, 1960-70	623 in-		
Density, 1978 27.1	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	4,351	4,277	36	37	34	34
18-44	3,294	3,507	28	33	28	34
45-64	2,792	3,018	23	20	24	20
65 & over	1,554	1,634	13	10	13	12
Total	11,991	12,436	100%		100%	

Median age 32.3; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,197; State $ 10,068

Income Groups:	County %	State %
Under $4,000	18	13
$10,000 & over	35	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 178,728; % of state 0.56

Per capita $ 6,049; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 31,570
Services	$ 22,091
Retail trade	$ 21,314

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	10,613	$ 188	919
Major Groups:			
Construction	746	$ 219	156
Manufacturing	2,083	$ 276	39
Transp., Util.	454	$ 259	40
Wholesale trade	239	$ 238	32
Retail trade	2,628	$ 130	329
Finance, Ins., etc.	435	$ 209	58
Services	2,314	$ 151	212
Government	1,540	$ 194	39

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	124	112	0.9	4.9
Nonfarm Proprietors	1,145	1,311	10.0	6.2
Wage & Salary Employment (major groups):				
Farm	325	440	3.4	2.1
Construction	432	622	4.8	3.4
Manufacturing	1,738	1,973	15.1	24.9
Transp., Util.	449	511	3.9	3.9
Wholesale trade	177	274	2.1	4.1
Retail trade	1,862	2,540	19.5	14.8
Finance, Ins., etc.	212	354	2.7	3.8
Services	1,621	2,367	18.1	15.9
Government	2,101	2,488	19.1	15.5
Total (Employment)	10,218	13,063	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	130	36,900
1977	130	36,900

% of land in farms, 1978	5	State 54 %
Avg. size of farms, 1978	284 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	104 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 745	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 37,092	State avg. $ 32,493
Total ($1,000's)	$ 4,822	% of state 0.2

Major Groups	($1,000's)	% of State
Dairy products	$ 369	0.02
Meat animals	$ 192	0.04
Poultry & eggs	$ 16	0.01
Field crops	$ 36	0.01
All vegetables	$ 2,886	1.6
Specialty crops	$ 919	0.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 604,000

% of land area 85 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	86,260	410,951	1,307
Other softwoods	122,869	248,478	1,371
Oak	30,794	55,606	553
Maple (hard)	15,318	35,747	713
Aspen	111,532	103,094	8,556
Other hardwoods	115,467	112,773	2,512

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Sand & gravel

Value of product $ 728,000 % of state 0.54

Employment covered by U.C., 1977 (an avg.) [l]

County 33 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	543	1972	526
Sales ($1,000's): 1977	$ 140,498	% of state	0.93
1972	$ 76,504	% of state	0.82
Sales per capita, 1977: Co.	$ 4,755	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 14,523	1.47
Gen. merchandise	$ W	—
Foods	$ 26,455	0.84
Automotive	$ 29,335	0.96
Gas stations	$ 13,266	1.06
Apparel	$ 6,522	1.16
Furnit., house equip.	$ 6,420	0.94
Eating & drinking places	$ 13,646	0.90
Drug stores	$ W	—
Miscellaneous	$ 16,559	1.13

WHOLESALE TRADE

No. of establishments: 1977	48	1972 47
Sales ($1,000's): 1977	$ 80,911	% of state 0.41
1972	$ 60,956	% of state 0.56

SERVICE INDUSTRIES

No. of establishments: 1977 458

Total receipts, 1977 ($1,000's) $ 17,987 % of state 0.70

Hotel, motels, recreation camps

No. of establishments: 1977	176	1972 189
Receipts: ($1,000's) 1977	$ 7,134	% of state 2.58
1972	$ 5,715	% of state 3.32

Amusements, recreation services

No. of establishments: 1977	41	1972 32
Receipts: ($1,000's) 1977	$ 1,631	% of state 0.60
1972	$ 1,126	% of state 0.64

[m] U.S., Bureau of the Census

ONEIDA COUNTY - A DESCRIPTION

Federal and state demographers agree that population is growing very rapidly in Oneida County. Without detailed study, one can only guess at what is attracting so many people. The economic base hasn't grown that much. However, trade and service jobs are increasing. The 1980 census will help to provide a profile of the people moving into the county. It is said that many are retirees. It is apparent that a large number of private cottages have been built since 1970. Evidently people like the lakes and forests.

Oneida County, in north-central Wisconsin, has a significant number of factory jobs. A paper mill accounts for a great share of the manufacturing jobs. However, both retail trade and services provide more jobs. This shows the importance of recreation to the county.

Rhinelander, the only incorporated place in Oneida County, lost population in the 1960's, but there was growth in the surrounding countryside. Population density (persons per square mile) is about 27. This reflects the fact that most of the county is forested. At the height of the tourist season there may well be several times as many persons in the county as are counted when federal censuses are taken.

Oneida County residents tend to be older than Wisconsinites as a whole. Out-migration (the number who move out less the number who move in) during the 1950 to 1960 period was about 1,860. Young adults were most likely to leave. Compared with most northern counties the loss rate was low. In the 1960's there was some in-migration, and so far in the 1970's this has skyrocketed.

Incomes are higher in Oneida County than in most of the northern area. Wages in the paper mill are comparatively high. Yet, the average income per household in the county in 1969 was substantially below the averages one would find in southeastern Wisconsin. In 1977, the county received .56 percent of the state's personal income, for something over .65 percent of its people.

Agriculture in Oneida County has moved in the direction of cash crops, especially potatoes. In potato output Oneida ranks third, after Portage and Langlade counties. Large commercial farms account for the average of 284 acres per farm. Average income per farm was above the state average in 1977—a good year for potato farmers.

State foresters estimate that 85 percent of Oneida County is forested. Oneida County's leading species are pine and other softwood and aspen. A goodly volume of timber is harvested.

Retail trade is high in relation to population and income. Sales of over $140 million in 1977 were .93 percent of the state total. Tourist and resort trade are evident in the strong sales performance. Per capita sales far exceeded the state average. Hotels, motels, resorts (etc.) are a large part of the economic base of Oneida County. The trend, 1972-7, for lodging looks negative. The county has several thousand private cottages, in addition to resort units. Cottages seem to be taking on increasing economic importance.

Besides the paper industry and those activities allied to it, there are a number of jobs in foods industries (mainly fluid milk and beverages), several loggers, a few small woodworking plants, and some newer plants that have grown significantly. Manufacturing jobs numbered about 2,000 in 1979.

Oneida County's lake and stream pattern is the result of the work of glaciers. Winding streams broken by swamps and lakes typify the drainage pattern. The landscape is generally level to roling.

Oneida County, organized in 1885, was named for the Oneida Indian tribe, representatives of which came to the Green Bay area about 1820. Lumbermen found some of the choice pineries of Wisconsin in the Rhinelander area. Logging began about 1857, and reached a peak by the 1890's. The paper mill at Rhinelander came to replace the great sawmills.

The 1905 Census of Wisconsin showed that more than three-fourths of the residents were native-born Americans. Ethnic groups most widely represented were Germans, Canadians, Swedes, Norwegians, and Finns.

The voc-tec institute at Rhinelander is a big asset to the county.

Rail service is provided at Rhinelander and other points by the Soo Line and the Chicago & North Western. U.S. highways 51 and 45 are important north-south highways, and U.S. 8 crosses east and west. Natural gas service is available at Rhinelander. Rhinelander has scheduled flights.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	51	36	48
Employees (1,000's)	2.1	1.6	1.9
% of state	0.39	0.32	0.37
Total payroll ($ millions)	$ 28.8	$ 17.7	$ 12.7
% of state	0.39	0.37	0.35
Avg. earnings/hr., prod. workers	$ 6.50	$ 4.41	$ 3.00
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 49.1	$ 31.5	$ 21.4
% of state	0.29	0.33	0.31
New mfg. capital expenditures ($ millions)	$ 4.8	$ 3.6	$ 5.6
% of state	0.40	0.67	1.11
Value of shipments ($ millions)	$ 137.9	$ 67.0	$ 46.6
% of state	0.35	0.31	0.30

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	2	2	1	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	19	0	0	1	0
Paper, paper prods.	0	0	0	0	1
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	1	1	0	0	1
Printing & publishing	5	2	0	0	1
All other types	6	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 69 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
St. Regis Paper Co.	Rhinelander	Paper products	900-999
Triumph Twist Drill Co.	Rhinelander	Twist drills, tools	300-349
Daniels Packaging Co., Inc.	Rhinelander	Packaging materials	200-249
Marplex Products Co., Inc.	Rhinelander	Wood pallets, boxes, etc.	150-199
Coca-Cola Bottling Co., Inc.	Rhinelander	Soft drinks	70-99
Electro-Mel Industries, Inc.	Hazelhurst	Transformers	30-49
Northern Lakes Publishing Co.	Rhinelander	Newspaper	30-49
Rhinelander Foods, Inc.	Rhinelander	Potato chips, popcorn	30-49
Lakeland Printing Co., Inc.	Minocqua	Commercial printing	20-29
Cleary's Milk & Ice Cream Co.	Rhinelander	Fluid milk	20-29

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
St. Mary's Hospital	Rhinelander	Hospital	350-399
The Friendly Village, Inc.	Rhinelander	Nursing home	300-349
Howard Young Medical Center	Woodruff	Hospital	250-299
Lakeland Medical	Woodruff	Clinic	70-99
Holiday Acres Resort	Pelican (tn.)	Resort	70-99

MANUFACTURING — ANALYSIS

Although the paper company dominates the local industrial scene, the maker of twist drills has provided the main success story. Because of it, factory jobs now are about as numerous as they ever were. The March 1979 figure (latest available) was 2,067—about level with 1977. Current capital expenditures are rather small.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 12,416	% of state	0.84
Per capita [r]	$ 420	State avg. $	320
Full value rate [s]	$ 17.93	State avg. $	22.31
Property Assessment--full value			
Total ($ millions)	$ 720	% of state	0.98
Per capita [r]	$ 24,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 12,114	% of state	0.34

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 5,782	0.52
Corporate income	$ 1,699	0.64
Sales and use	$ 4,247	0.60

State Shared Taxes	($1,000's)	% of state
Total	$ 1,569	0.52
State Aids		
Payment to school districts	$ 3,326	0.53
Health & social services (co. govt. only)	$ 2,624	0.61
Transportation	$ 1,328	1.10

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Rhinelander, city	8,218	8,527	3.8

	1970	1978[t]	% Change 1970-78

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 2,215 % of state 1.62

Valuation per unit, 1978:

$ 28,415 Median county $ 36,251

Average purchase price, single family home, 1978: [v]

$ 32,495 State average $ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	243	27,672	0.78
Manufacturing	20	1,896	0.20
Commercial	91	10,084	1.30
Amusement & recreation	11	994	0.84
Hotels, motels, etc.	13	643	1.29

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 779,520; Great Lakes/Mississippi shoreline 0 miles

Acreage of named lakes 68,148; Total number of lakes 1,133; Lakes with public access 171

Total public land designated for recreation use 169,724 acres; Federal- 11,074 acres; State- 75,362 acres, County- 81,313 acres; Other public areas [y] 1,975 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 120; Canoe pick-up services 5

Swimming [z] 29 areas

Fishing: Sample of fish caught—panfish, muskellunge, bass, walleye,

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole 2 nine hole

Camping (developed & primitive) [z] 1,295 sites

Major hiking trails 12 miles

Bicycling trails 24 miles

Snowmobiling trails open to public use 151 miles

Downhill skiing [z] 3 areas, 20 runs

Cross country skiing [z] 13 areas, 185 miles

Hunting 302,866 acres

OF SPECIAL INTEREST American Legion State Forest, Finnerud Forest Scientific Area, Minocqua Area, Nicolet National Forest, Oneida County Forest, Pelican River Water Trail, Tomahawk River Water Trail, Wisconsin River Water Trail

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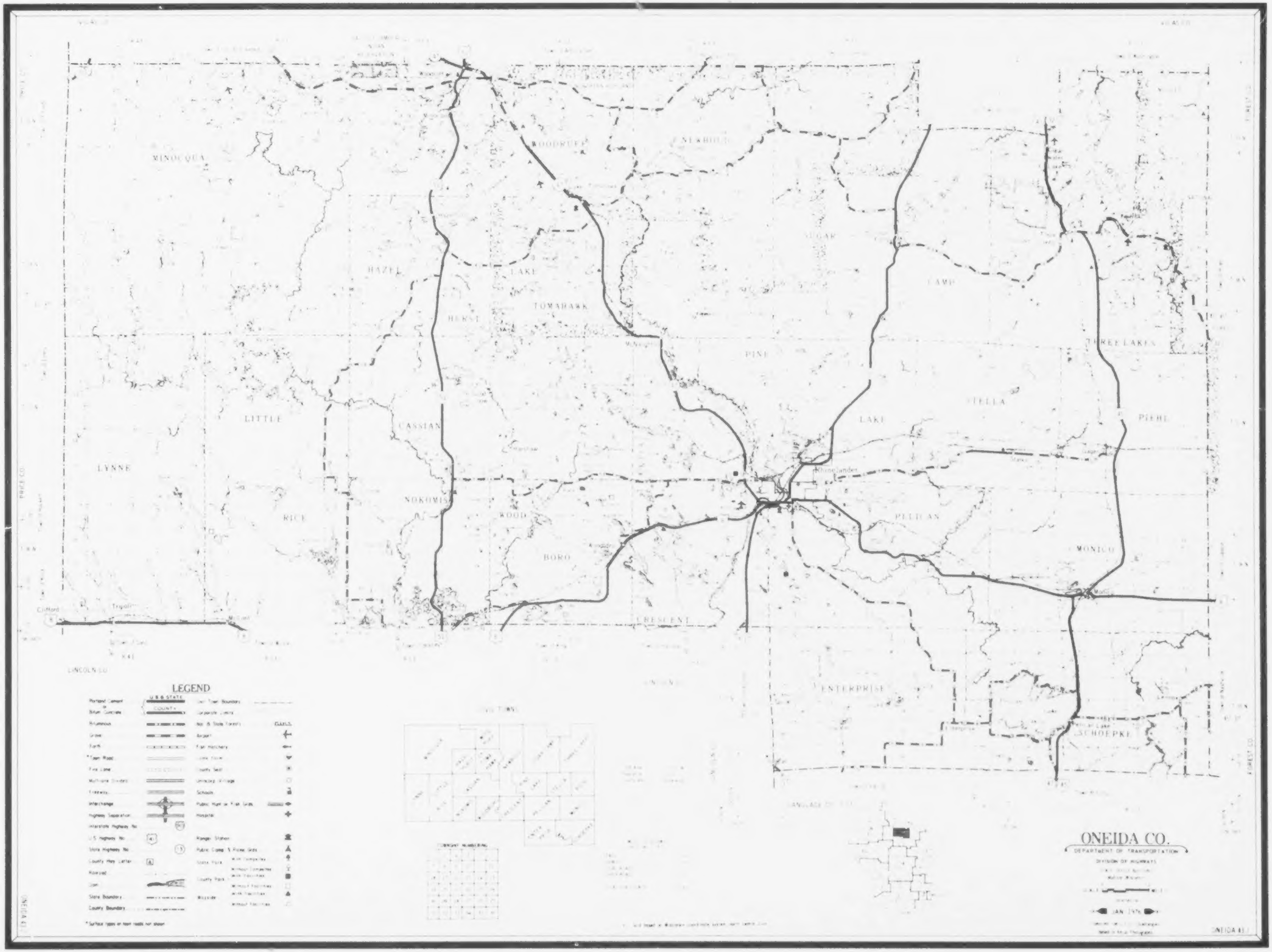
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas

[z] Private as well as publicly owned areas.


ONEIDA CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
ONEIDA 41
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp. & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
MINOCQUA
WOODRUFF
NEWBOLD
SUGAR
CAMP
THREE LAKES
HAZEL
LAKE
TOMAHAWK
HERST
PINE
STELLA
PIEHL
LITTLE
LAKE
CASSIAN
LYNNE
RICE
NOKOMIS
WOOD
BORO
CRESCENT
PELICAN
MONICO
ENTERPRISE
SCHOEPKE
Rhinelander
Clifford
Tripoli
LINCOLN CO.
PRICE CO.
VILAS CO.
FOREST CO.
LANGLADE CO.

S 8703

OUTAGAMIE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

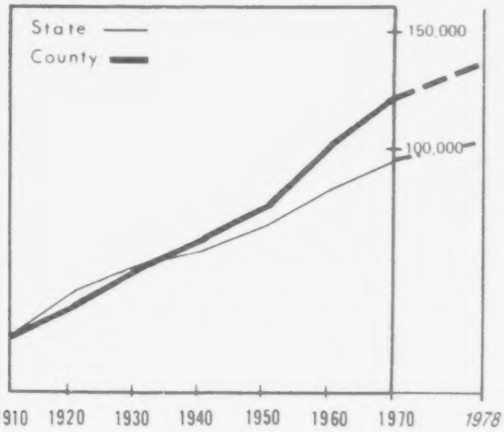
OUTAGAMIE

Paper is king here, but there is a highly diversified econoomy. The vitality it displayed in the 1970's is almost unmatched in Wisconsin. Appleton has become a large commercial center. Incomes exceed the state average.

POPULATION

1978 population [a]	130,053	% of state	2.80
1970 population [b]	119,429	% of state	2.70
1970-78 change (%)	8.9	State change	5.3 %
Net migration, 1960-70	1,088 out-		
Density, 1978 205.1	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	24,693	23,663	42	37	39	34
18-44	19,321	20,636	33	33	34	34
45-64	10,140	10,765	17	20	18	20
65 & over	4,304	5,834	8	10	9	12
Total	58,458	60,898	100%		100%	

Median age 23.8; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,384; State $ 10,068

Income Groups:	County %	State %
Under $4,000	10	13
$10,000 & over	53	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 878,406; % of state 2.75

Per capita $ 6,881; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 236,563
Services	$ 104,507
Retail trade	$ 72,249

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	51,629	$ 227	2,482
Major Groups:			
Construction	4,051	$ 327	421
Manufacturing	16,794	$ 275	184
Transp., Util.	1,748	$ 291	74
Wholesale trade	3,092	$ 270	202
Retail trade	9,163	$ 127	699
Finance, Ins., etc.	2,707	$ 229	198
Services	8,259	$ 178	595
Government	5,361	$ 203	68

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,472	2,281	3.8	4.9
Nonfarm Proprietors	3,151	3,559	5.9	6.2
Wage & Salary Employment (major groups):				
Farm	659	872	1.5	2.1
Construction	2,649	3,773	6.3	3.4
Manufacturing	14,061	15,630	26.0	24.9
Transp., Util.	2,510	2,485	4.1	3.9
Wholesale trade	2,180	3,222	5.4	4.1
Retail trade	8,110	9,394	15.6	14.8
Finance, Ins., etc.	2,079	2,673	4.5	3.8
Services	7,298	9,474	15.8	15.9
Government	6,204	6,798	11.3	15.5
Total (Employment)	51,586	60,049	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	2,090	318,000
1977	2,120	320,800

% of land in farms, 1978	78	State 54 %
Avg. size of farms, 1978	152 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	110 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 868	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 34,501	State avg. $ 32,493
Total ($1,000's)	$ 73,143	% of state 2.3

Major Groups	($1,000's)	% of State
Dairy products	$ 50,679	2.7
Meat animals	$ 10,075	2.0
Poultry & eggs	$ 674	0.6
Field crops	$ 5,305	1.8
All vegetables	$ 4,804	2.6
Specialty crops	$ 1,015	0.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 69,900

% of land area 17 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		58
Other softwoods	5,538	10,854	2
Oak	8,129	29,082	162
Maple (hard)	3,128	8,593	26
Aspen	3,871	3,129	11
Other hardwoods	25,144	59,228	475

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 182 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	1,065	1972	1,141
Sales ($1,000's): 1977	$ 478,260	% of state	3.19
1972	$ 266,013	% of state	2.86
Sales per capita, 1977: Co.	$ 3,737	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 32,760	3.33
Gen. merchandise	$ 81,558	4.24
Foods	$ 90,621	2.95
Automotive	$116,404	3.82
Gas stations	$ 32,743	2.62
Apparel	$ 10,957	1.95
Furnit., house equip.	$ 23,842	3.50
Eating & drinking places	$ 38,003	2.51
Drug stores	$ 9,714	2.55
Miscellaneous	$ 41,658	2.80

WHOLESALE TRADE

No. of establishments: 1977	245	1972 247
Sales ($1,000's): 1977	$ 665,833	% of state 3.39
1972	$ 327,741	% of state 3.02

SERVICE INDUSTRIES

No. of establishments: 1977 827

Total receipts, 1977 ($1,000's) $ 62,167 % of state 2.40

Hotel, motels, recreation camps

No. of establishments: 1977	15	1972 17
Receipts: ($1,000's) 1977	$ 1,824	% of state 0.66
1972	$ 2,574	% of state 1.50

Amusements, recreation services

No. of establishments: 1977	78	1972 72
Receipts: ($1,000's) 1977	$ 4,964	% of state 1.83
1972	$ 3,880	% of state 2.20

[m] U.S., Bureau of the Census

OUTAGAMIE COUNTY - A DESCRIPTION

Obviously this is one of Wisconsin's more prosperous and dynamic counties. Federal demographers don't see as much growth in population as shown by the official state estimate, 1970-78. The data on housing and construction demonstrate the vitality being displayed.

Outagamie County, in the Fox River Valley, is one of Wisconsin's more important manufacturing and agricultural counties. The paper industry is predominant in manufacturing, while dairying is the leading agricultural activity.

Population increased by 24.6 percent during the 1950's, while the state's population was growing by 15.1 percent. In the 1960's growth slowed to 17.3 percent. The county growth rate has been ahead of the state rate since about 1930. Birth rates have been high, and account for much of the growth. The county has a comparatively large proportion of residents of child-bearing age. College students swell these age groups.

Median family income of $10,384 in 1969 was above the state average. The distribution of income groups indicates that there is a substantial middle-income market for goods and services. In 1977 the county obtained 2.75 percent of Wisconsin's personal income, for 2.80 percent of its residents.

The number of farms is declining, and average size of farms is increasing. These trends are familiar. However, Outagamie is one of several Wisconsin counties where this situation may be stabilizing. The county still has a relatively large number of farms, and is among the leaders in milk production. Average sales per farm are above the state average. Lots of vegetables are produced for local canneries.

Retail sales per capita are noticeably above the state average. The strongest line seems to be general merchandise—which is an obvious sign that Appleton is a regional trade center. The figures for hotels, motels, etc. seem to be of questionable reliability. Wholesaling is substantial, and is growing.

Manufacturing has made gains in most years since the early postwar period. Relative gains over the state in such measures as employment, payroll, and value added by manufacturing were recorded from one census to another. About 16,500 jobs were reported at the pre-recession (1974-5) peak. Recent figures are higher. While paper and paper products are the most important industries, there is a goodly representation in metal-working. Some of these firms are suppliers to the paper industry. Numerous skills are available in this region.

The Fox River, which drains Lake Winnebago, passes through the southeastern portion of the county on a northeastward course to its mouth at the head of Green Bay. The river played a key part in the county's development. In the earliest days Indians, and later French explorers and traders, used the Fox-Wisconsin waterway to travel between the Great Lakes and the Mississippi River. The county's other important river is the Wolf, which flows south through the county and joins the Upper Fox River in Winnebago County, to the south. Saw and grist mills were established on the rivers and creeks, marking the start of manufactruring. When timber was removed, the land was sold to settlers. Older American stocks were predominant among the groups that first settled in the county. Immigrants who came into this area were mainly from Germany. Papermaking became established late in the 19th century.

The first settlers found heavy stands of hardwoods and softwoods, as well as extensive marshes and swamps. Being well glaciated, the terrain is rather flat, and there are no high hills or deep gorges. Today, about 17 percent of the land area is in woodlands. The principal species are oak, elm, ash, and hard maple. Crushed limestone and sand and gravel are the chief minerals produced.

Appleton, the largest city, is the site of Lawrence University, a liberal arts school with some 1,100 students, and of the Institute of Paper Chemistry, a research and graduate education center supported by the paper industry. The Institute, through an affiliation with Lawrence, grants master's and doctoral degrees in science.

Rail service is provided by tihe Chicago & North Western, the Soo Line, the Green Bay & Western, and the Milwaukee Road. Commuter flights are available at Appleton, and Green Bay and Oshkosh offer more extensive service.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	188	175	188
Employees (1,000's)	16.6	14.2	13.6
% of state	3.06	2.83	2.66
Total payroll ($ millions)	$ 223.1	$ 132.2	$ 94.6
% of state	3.02	2.80	2.64
Avg. earnings/hr., prod. workers	$ 5.83	$ 4.01	$ 2.95
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 576.2	$ 281.4	$ 193.0
% of state	3.44	2.98	2.75
New mfg. capital expenditures ($ millions)	$ 50.5	$ 23.0	$ 26.2
% of state	4.27	4.30	5.17
Value of shipments ($ millions)	$ 1,462.6	$ 670.8	$ 431.0
% of state	3.74	3.15	2.79

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	17	9	3	2	3
Textiles, apparel, leather	3	0	1	1	1
Wood products, furniture	9	3	1	0	1
Paper, paper prods.	8	0	1	5	5
Chemicals, petrol., rubber & plastics	12	1	0	0	1
Metalworking, mach., transport. equip.	31	12	4	4	7
Printing & publishing	23	1	2	0	0
All other types	11	4	1	1	1

Factory jobs per 1,000 population, June, 1978

County 125 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Appleton Papers, Inc.	Combined Locks and Appleton	Pulp, specialty papers (coated & uncoated)	1,800-1,899
Thilmany Pulp and Paper Co.	Kaukauna	Paper products	1,600-1,699
Miller Electric Mfg. Co.	Appleton	Arc welders, components & accessories	1,400-1,499
Midtec Paper Corp.	Kimberly	Pulp and paper mill	1,000-1,099
Zwicker Knitting Mills	Appleton	Knit gloves, mittens, etc.	950-999
Hillshire Farm Co.	New London	Meat products	950-999
Hortonville Mfg. Co.	Hortonville	Toys	600-649
Presto Products, Inc.	Appleton	Food and freezer wrap, etc.	500-599
Elm Tree Frozen Foods Corp.	Appleton	Frozen bakery	450-499
Curwood Inc.	New London	Specialty plastic films for packaging, etc.	450-599

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Aid Association for Lutherans	Appleton	Insurance	1,000-1,099
St. Elizabeth Hospital	Appleton	Hospital	950-999
Appleton Memorial Hospital	Appleton	Hospital	650-999
Wisconsin Telephone Co.	Appleton	Utility	500-549
Oscar J. Boldt Construction	Appleton	General contractor	350-399

MANUFACTURING — ANALYSIS

Makers of paper and paper products have announced large expansion programs. Although paper making predominates, there is a variety of other industry. Historically, the county has been strong in food products. Primary metal industries are not common, but Allis-Chalmers has a fairly sizable plant that makes mining machinery. As of March 1979 (latest data available) the job total had risen to about 17,600.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 35,326	% of state	2.38
Per capita [r]	$ 276	State avg. $	320
Full value rate [s]	$ 21.93	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 1,806	% of state	2.46
Per capita [r]	$ 14,100	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$168,042	% of state	3.04

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 31,592	2.82
Corporate income	$ 7,500	2.84
Sales and use	$ 19,598	2.77

State Shared Taxes	($1,000's)	% of state
Total	$ 7,619	2.51
State Aids		
Payment to school districts	$ 18,814	2.99
Health & social services (co. govt. only)	$ 7,675	1.79
Transportation	$ 2,402	1.98

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Bear Creek, vil.	520	495	4.8
Black Creek, vil.	921	1,110	20.5
Combined Locks, vil.	2,771	3,222	16.3
Hortonville, vil.	1,524	1,940	27.3
Kimberly, vil.	6,131	6,258	2.1
Little Chute, vil.	5,522	7,034	27.4
Nichols, vil.	207	314	51.7
Shiocton, vil.	830	916	10.4
Appleton, city*	56,377	61,416	8.9
Kaukauna, city	11,308	11,570	2.3
Seymour, city	2,194	2,445	11.4

*Total—part in adjoining county.

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	4,864	% of state	3.56

Valuation per unit, 1978:

$ 39,766	Median county	$ 36,251

Average purchase price, single family home, 1978: [v]

$ 39,878	State average	$ 30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	744	168,352	4.74
Manufacturing	149	42,065	4.46
Commercial	222	38,983	5.03
Amusement & recreation	23	2,154	1.82
Hotels, motels, etc.	7	1,084	2.18

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 407,700; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 78; **Total number of lakes** 33; **Lakes with public access** 1

Total public land designated for recreation use 6,281 acres; **Federal-** 0 acres; **State-** 4,507 acres; **County-** 509 acres; **Other public areas** [y] 1,265 acres.

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 4, 49; **Canoe pick-up services** 4

Swimming [z] 11 areas

Fishing: Sample of fish caught— panfish, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 4 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] NA sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 0 miles

Downhill skiing [z] 1 areas, 4 runs

Cross country skiing [z] 1 areas, 7 miles

Hunting 5,360 acres

OF SPECIAL INTEREST Dard Hunter Paper Museum, Wolf River Water Trail.

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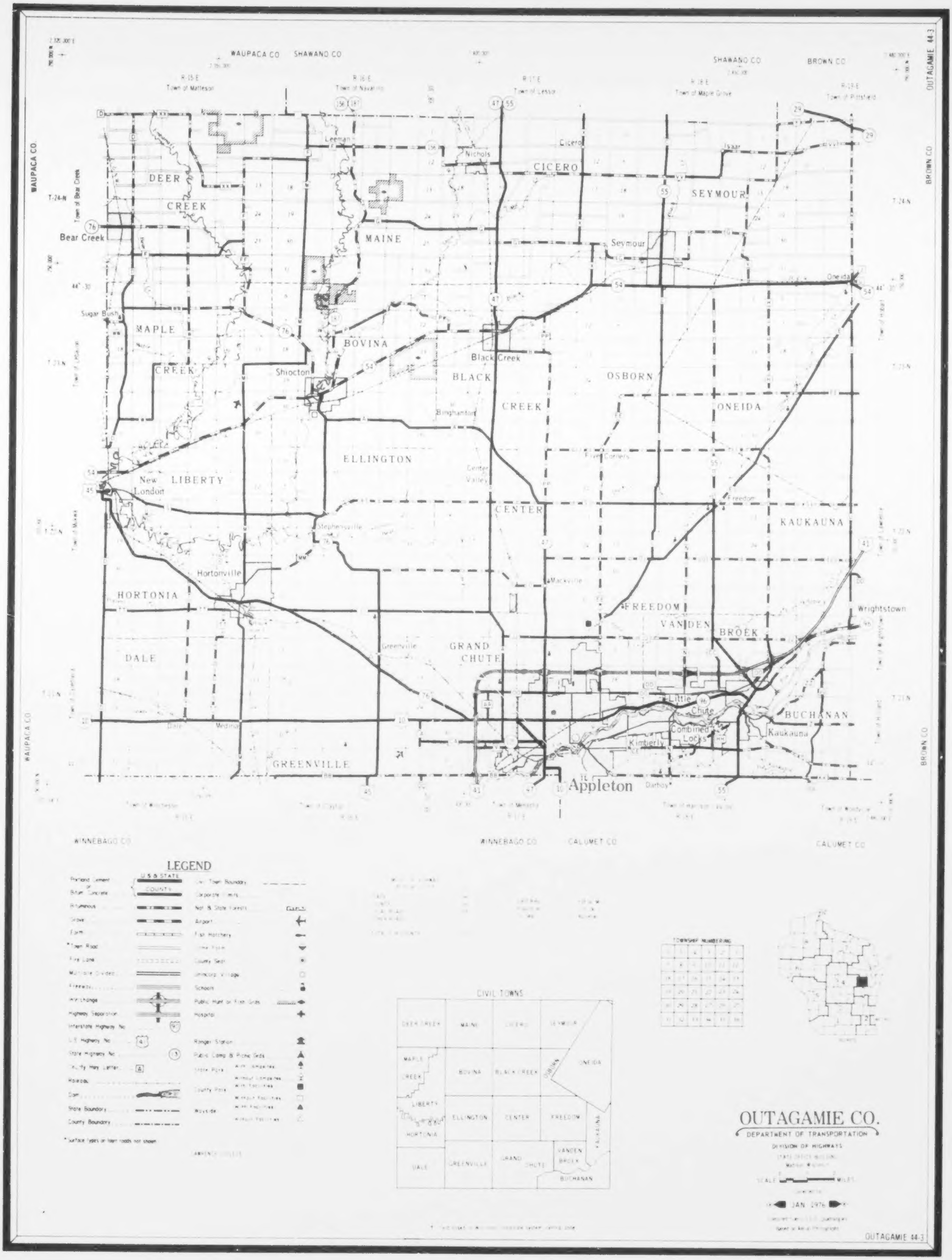
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


OUTAGAMIE 44-3
WAUPACA CO.
SHAWANO CO.
BROWN CO.
WINNEBAGO CO.
CALUMET CO.
Town of Matteson
Town of Navarino
Town of Lessor
Town of Maple Grove
Town of Pittsfield
DEER CREEK
MAINE
CICERO
SEYMOUR
MAPLE CREEK
BOVINA
BLACK CREEK
OSBORN
ONEIDA
LIBERTY
ELLINGTON
CENTER
KAUKAUNA
HORTONIA
FREEDOM
VANDEN BROEK
DALE
GRAND CHUTE
BUCHANAN
GREENVILLE
Bear Creek
Sugar Bush
Leeman
Nichols
Cicero
Isaar
Seymour
Oneida
Black Creek
Shiocton
Binghamton
Five Corners
Center Valley
New London
Stephensville
Freedom
Hortonville
Mackville
Wrightstown
Greenville
Dale
Medina
Little Chute
Combined Locks
Kimberly
Kaukauna
Appleton
Darboy
T-24-N
T-23-N
T-22-N
T-21-N
R-15-E
R-16-E
R-17-E
R-18-E
R-19-E
44° 30'
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multiple Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
*Surface types of town roads not shown
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorporated Village
Schools
Public Hunt. or Fish. Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
County Park
Wayside
With Campsites
Without Campsites
With Facilities
Without Facilities
CIVIL TOWNS
DEER CREEK
MAINE
CICERO
SEYMOUR
MAPLE CREEK
BOVINA
BLACK CREEK
OSBORN
ONEIDA
LIBERTY
HORTONIA
ELLINGTON
CENTER
FREEDOM
KAUKAUNA
DALE
GREENVILLE
GRAND CHUTE
VANDEN BROEK
BUCHANAN
TOWNSHIP NUMBERING
SCALE
MILES
OUTAGAMIE 44-3

OUTAGAMIE CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS

JAN 1976

6

S 8703 [illegible]

OZAUKEE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

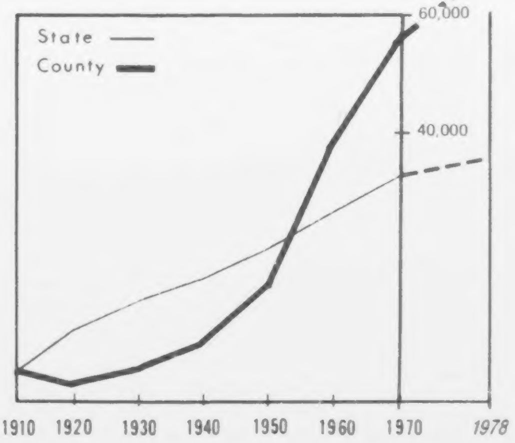
OZAUKEE

This is one of Wisconsin's fastest-growing counties. It has a great many industrial jobs, with machinery predominant. Lots of residents have good jobs in Milwaukee. Incomes and housing values are either first or second among Wisconsin counties.

POPULATION

1978 population [a]	69,914	% of state	1.50
1970 population [b]	54,461	% of state	1.23
1970-78 change (%)	28.4	State change	5.3 %
Net migration, 1960-70	9,875 in-		
Density, 1978 297.5	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	11,413	10,826	42	37	40	34
18-44	8,945	9,343	33	33	34	34
45-64	5,050	4,875	19	20	18	20
65 & over	1,753	2,216	6	10	8	12
Total	27,161	27,260	100%		100%	

Median age 25.6; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 12,620; State $ 10,068

Income Groups:	County %	State %
Under $4,000	5	13
$10,000 & over	71	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $576,756; % of state 1.81

Per capita $ 8,373; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 138,058
Services	$ 33,038
Retail trade	$ 27,809

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	21,375	$ 215	1,242
Major Groups:			
Construction	962	$ 316	183
Manufacturing	10,126	$ 264	161
Transp., Util.	261	$ 192	37
Wholesale trade	977	$ 223	99
Retail trade	3,237	$ 130	338
Finance, Ins., etc.	526	$ 209	89
Services	2,439	$ 140	272
Government	2,614	$ 163	29

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	829	713	2.9	4.9
Nonfarm Proprietors	1,473	1,864	7.6	6.2
Wage & Salary Employment (major groups):				
Farm	343	405	1.6	2.1
Construction	618	943	3.8	3.4
Manufacturing	8,657	9,267	37.7	24.9
Transp., Util.	634	527	2.1	3.9
Wholesale trade	189	705	2.9	4.1
Retail trade	2,692	3,459	14.1	14.8
Finance, Ins., etc.	266	557	2.3	3.8
Services	2,236	2,860	11.6	15.9
Government	2,598	3,115	12.7	15.5
Total (Employment)	20,652	24,555	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	560	99,800
1977	560	99,800

% of land in farms, 1978	67	State 54%
Avg. size of farms, 1978	178 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	112 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,507	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 37,092	State avg. $ 32,493
Total ($1,000's)	$ 20,774	% of state 0.7

Major Groups	($1,000's)	% of State
Dairy products	$ 10,247	0.5
Meat animals	$ 3,079	0.6
Poultry & eggs	$ 317	0.3
Field crops	$ 2,492	0.9
All vegetables	$ 2,728	1.5
Specialty crops	$ 1,553	1.3

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 15,100

% of land area 10 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		0
Other softwoods	916	1,775	0
Oak	2,275	8,187	5
Maple (hard)	592	1,529	4
Aspen	1,359	973	1
Other hardwoods	4,330	9,424	16

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel; stone

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 4 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	535	1972	512
Sales ($1,000's): 1977	$175,756	% of state	1.17
1972	$103,317	% of state	1.11
Sales per capita, 1977: Co.	$ 2,589	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 13,672	1.39
Gen. merchandise	$ 1,976	0.10
Foods	$ 40,831	1.33
Automotive	$ 48,642	1.62
Gas stations	$ 15,989	1.28
Apparel	$ 4,549	0.81
Furnit., house equip.	$ 6,486	0.95
Eating & drinking places	$ 17,108	1.13
Drug stores	$ 3,731	0.98
Miscellaneous	$ 22,772	1.53

WHOLESALE TRADE

No. of establishments: 1977	112	1972 93
Sales ($1,000's): 1977	$ 158,463	% of state 0.80
1972	$ 93,953	% of state 0.86

SERVICE INDUSTRIES

No. of establishments: 1977	496	
Total receipts, 1977 ($1,000's)	$23,710	% of state 0.93
Hotel, motels, recreation camps		
No. of establishments: 1977	8	1972 6
Receipts: ($1,000's) 1977	$ W	% of state —
1972	$ 322	% of state 0.19
Amusements, recreation services		
No. of establishments: 1977	45	1972 38
Receipts: ($1,000's) 1977	$ 3,146	% of state 1.16
1972	$ 2,810	% of state 1.60

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[m] U.S., Bureau of the Census

OZAUKEE COUNTY - A DESCRIPTION

Ozaukee, Wisconsin's smallest county in land area, is growing very fast. Its location next to Milwaukee County makes this inevitable. Population jumped 64.6 percent between 1950 and 1960, while statewide it was rising 15.1 percent. The 1960-70 percentage gain was almost 42. The period of rapid population expansion started about 1940. The 1978 estimate on page 1 implies very heavy in-migration since 1970—about 11,000. This is in addition to the excess of births over deaths, which is large in this type of county, with many young families.

The increased degree of urbanization is illustrated by the population density, 298 persons per square mile in 1978. It tends to be a young population: median age, 25.6 years, compared with the state median of 27.2, with a relatively high number of children and of adults under 44, and a relatively low number in the older groups.

A greater percentage of jobs available in the county are in manufacturing and a lesser proportion are in service occupations than in the state as a whole. Farm employment has dropped rapidly over the years, but manufacturing has increased even more. Some residents commute to manufacturing jobs outside the county, but apparently about an equal number drive in. Very likely the greatest number of commuters into Milwaukee are in white collar occupations.

Impressive gains have been made by Ozaukee County manufacturers since the early post-war period. Growth has been faster in number of employees, payrolls, and value added than in the state as a whole. The 1979 figures are above the pre-recession (1974-5) level. New plant investments are impressive. (See construction.) While there is considerable diversity of products, the largest employers are pretty much concentrated in nonelectrical and electrical machinery. An electronics industry has developed.

The number of farms has been declining for many years. Farm sizes, historically small in Ozaukee County, have risen considerably. Sixty-seven percent of the land is still in farms. Average sales per farm are above the state average. Dairy products are the largest single source of farm income. The visitor will notice orchards, truck farms, greenhouses, and the like.

This is an area with substantial household buying power. The median family income in 1969 was well above the state average—in fact, second highest to adjoining Waukesha. The per capita figures for 1977 are the highest for any county in Wisconsin. In 1977 the county obtained 1.81 percent of the state's personal income, for something over 1.50 percent of its population. The housing data reflect the situation. The average purchase price of a single-family house (new or used) was $73,635 in 1978, compared with a statewide average of $30,138. The Ozaukee figure was the highest in Wisconsin.

The retailing volume has not been able to match the high level of incomes. In 1977 the county had only about 1.17 percent of the state's retail sales. Per capita sales were below the state average. This situation results from proximity to Milwaukee—note general merchandise.

About 10 percent of the land is in woodlands, compared with 43 percent for the state. Leading species are oak and elm. Sand and gravel and stone were produced in 1977. In earlier times, much dolomite was quarried.

Topography varies from level to rolling, with some areas of kettle moraine hills and kettle holes. In the southern part, the cliffs along Lake Michigan are from 50 to 100 feet high.

The first permanent white settlements in the county were made in 1835, after the survey of the Milwaukee-Green Bay road. Later, German immigrants came in large numbers. The first industries were saw and grist mills, utilizing water power of the Milwaukee River and other streams.

The harbor at Port Washington is used principally by boats bringing coal to an electric power plant. There is some commercial fishing as well as sport fishing. Rail service is furnished by the Chicago & North Western and the Milwaukee Road. Interstate 43 is the principal north-south thoroughfare. Scheduled flights are available at Milwaukee and Sheboygan.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	171	142	128
Employees (1,000's)	9.6	8.2	7.4
% of state	1.77	1.64	1.44
Total payroll ($ millions)	$ 122.2	$ 73.9	$ 50.6
% of state	1.65	1.56	1.41
Avg. earnings/hr., prod. workers	$ 5.79	$ 4.07	$ 2.94
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 238.4	$ 153.8	$106.6
% of state	1.42	1.63	1.52
New mfg. capital expenditures ($ millions)	$ 14.9	$ 6.6	$ 7.0
% of state	1.25	1.23	1.38
Value of shipments ($ millions)	$ 519.6	$ 300.5	$224.4
% of state	1.33	1.41	1.45

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	6	1	1	1	0
Textiles, apparel, leather	0	2	2	2	0
Wood products, furniture	7	0	0	0	0
Paper, paper prods.	0	1	1	1	0
Chemicals, petrol., rubber & plastics	6	2	6	1	0
Metalworking, mach., transport. equip.	51	16	16	7	7
Printing & publishing	14	3	2	0	0
All other types	5	2	0	0	0

Factory jobs per 1,000 population, June, 1978

County 145 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Power Products Div. (Tecumseh)	Grafton	Internal combustion engines	1,100-1,199
Mercury Marine (Brunswick)	Cedarburg	Outboard, inboard motor parts	700-749
Simplicity Mfg. Co. (Allis-Chalmers)	Port Washington	Garden and lawn equipment	650-699
Doerr Electric Corp.	Cedarburg	Electric motors, drives	550-599
Outdoor Power Equipment Div. (FMC)	Port Washington	Garden and lawn equipment	500-549
Sprague Electric Co.	Grafton	Ceramic capacitators	450-499
Leeson Electric Corp.	Grafton	Electric motors	450-499
The Krier Preserving Co.	Belgium	Canned vegetables (seasonal)	250-299
Pioneer Container Corp.	Cedarburg	Corrugated shipping containers	250-299
EST Co. (Leggett and Platt)	Grafton	Mold & die castings, metal fabrication	150-199

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
M. W. Kasch Co.	Mequon	Wholesale: toys, hobbies, crafts, etc.	400-499
St. Alphonsus Hospital	Port Washington	Hospital	350-399
Mequon Care Center, Inc.	Mequon	Nursing home	150-199
Wisconsin Electric Power Co.	Port Washington	Utility	150-199
Smith Bros. of Port Washington	Port Washington	Restaurant, fish products	100-149

MANUFACTURING — ANALYSIS

For its population size, Ozaukee has a great many factory jobs. Industrial employment has been gaining consistently. Its largest employers make internal combustion engines and motor equipment. Notice that garden and lawn equipment is well represented in the county. Latest available data, March 1979, shows about 10,700 industrial jobs. There are a number of foundries that make sophisticated products.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$25,256	% of state	1.71
Per capita [r]	$ 372	State avg.	$ 320
Full value rate [s]	$ 20.91	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 1,300	% of state	1.77
Per capita [r]	$ 19,200	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 62,422	% of state	1.75

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 25,082	2.24
Corporate income	$ 4,276	1.62
Sales and use	$ 12,256	1.73

State Shared Taxes	($1,000's)	% of state
Total	$ 4,069	1.34
State Aids		
Payment to school districts	$ 9,291	1.48
Health & social services (co. govt. only)	$ 2,793	0.65
Transportation	$ 1,291	1.07

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Belgium, vil.	809	854	5.6
Fredonia, vil.	1,045	1,591	52.2
Grafton, vil.	5,998	8,880	48.0
Saukville, vil.	1,389	3,459	149.0

	1970	1978 [t]	% Change 1970-78
Thiensville, vil.	3,182	4,015	26.2
Cedarburg, city	7,697	10,536	36.9
Mequon, city	12,150	16,654	37.1
Port Washington, city	8,752	8,496	-2.9

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	2,835	% of state	2.07

Valuation per unit, 1978:

$ 65,601	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 73,635	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	406	67,634	1.90
Manufacturing	80	22,220	2.36
Commercial	89	18,232	2.35
Amusement & recreation	14	2,804	2.37
Hotels, motels, etc.	2	375	0.75

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 151,100; **Great Lakes/Mississippi shoreline** 26 miles.

Acreage of named lakes 565; **Total number of lakes** 38; **Lakes with public access** 7

Total public land designated for recreation use 2,769 acres; **Federal-** 0 acres; **State-** 1,970 acres; **County-** 473 acres; **Other public areas** [y] 326 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 22; **Canoe pick-up services** 1

Swimming [z] 9 areas

Fishing: Sample of fish caught— panfish, northern, bass, salmon

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 6 nine hole

Camping (developed & primitive) [z] 60 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 72 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

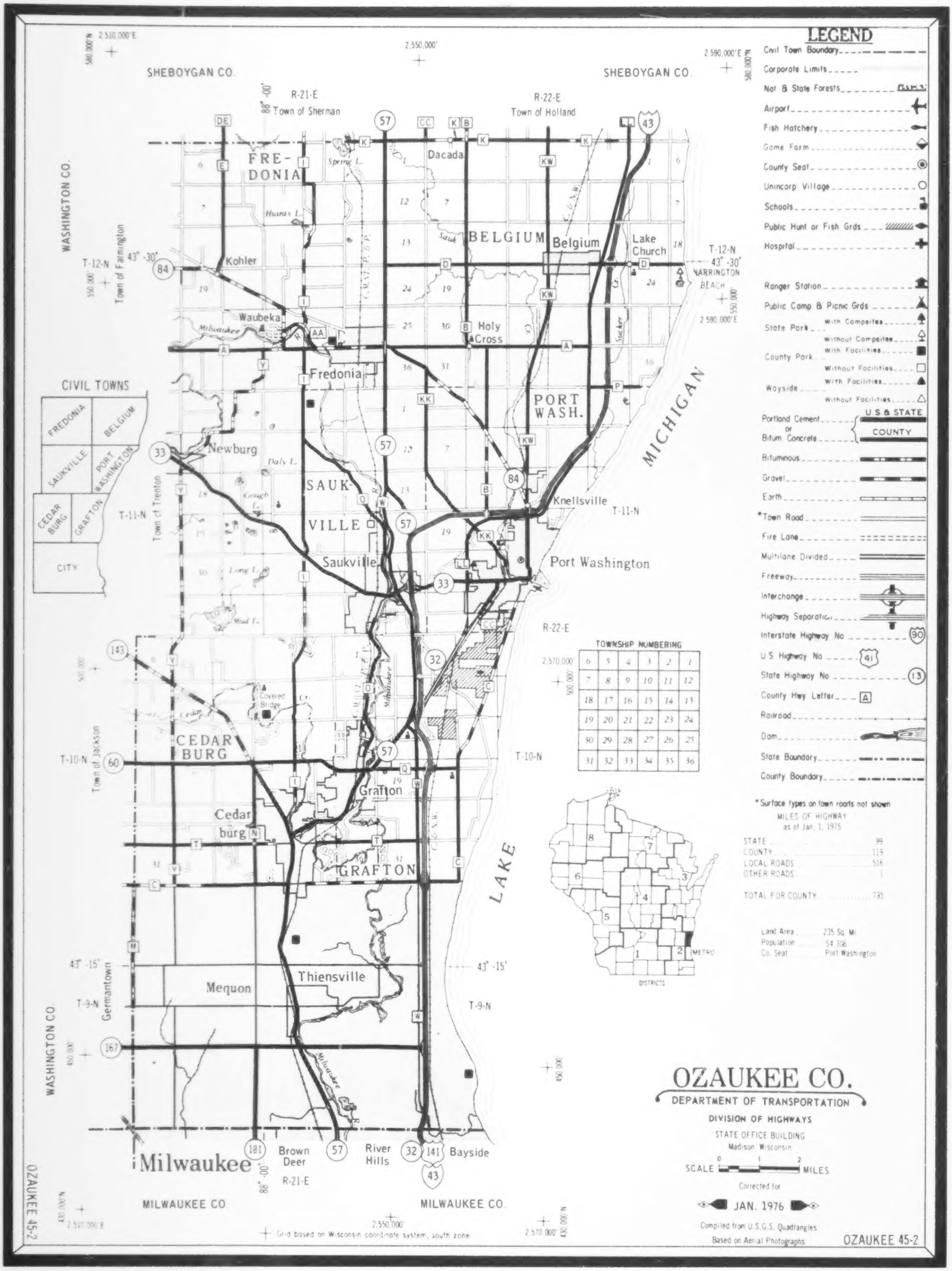
Hunting 95 acres

OF SPECIAL INTEREST Annual Holland Festival, Cedarburg Bog, Covered Bridge, Harrington Beach State Park, Milwaukee River Water Trail

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
Civil Town Boundary
Corporate Limits
Nat & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp Village
Schools
Public Hunt or Fish Grds
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
Portland Cement or Bitum Concrete
U.S & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No
90
U.S Highway No
41
State Highway No
13
County Hwy Letter
A
Railroad
Dam
State Boundary
County Boundary
SHEBOYGAN CO.
SHEBOYGAN CO.
WASHINGTON CO.
WASHINGTON CO.
MILWAUKEE CO.
MILWAUKEE CO.
LAKE MICHIGAN
R-21-E
R-22-E
R-21-E
R-22-E
T-12-N
T-11-N
T-10-N
T-9-N
Town of Sherman
Town of Holland
Town of Farmington
Town of Trenton
Town of Jackson
Germantown
FREDONIA
BELGIUM
SAUKVILLE
PORT WASH.
CEDARBURG
GRAFTON
Belgium
Lake Church
Dacada
Kohler
Waubeka
Fredonia
Holy Cross
Newburg
Saukville
Knellsville
Port Washington
HARRINGTON BEACH
Cedarburg
Grafton
Covered Bridge
Mequon
Thiensville
Brown Deer
River Hills
Bayside
Milwaukee
Spring L.
Huiras L.
Daly L.
Gough L.
Long L.
Mud L.
Milwaukee R.
Sauk
Cedar Cr.
Sucker
43° -30'
43° -15'
88° -00'
2,510,000' E
2,550,000'
2,590,000' E
2,570,000'
580,000' N
550,000'
500,000'
450,000'
430,000' N
CIVIL TOWNS
FREDONIA
BELGIUM
SAUKVILLE
PORT WASHINGTON
CEDAR BURG
GRAFTON
CITY
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
DISTRICTS
METRO
1 2 3 4 5 6 7 8
57
43
84
33
32
60
143
167
181
141
DE
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T
N
C
M
Grid based on Wisconsin coordinate system, south zone
SCALE 0 1 2 MILES

*Surface types on town roads not shown

MILES OF HIGHWAY
as of Jan. 1, 1975

STATE	99
COUNTY	119
LOCAL ROADS	516
OTHER ROADS	1
TOTAL FOR COUNTY	735

Land Area	235 Sq. Mi
Population	54,308
Co. Seat	Port Washington

OZAUKEE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin

Corrected for
JAN. 1976

Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs

OZAUKEE 45-2

OZAUKEE 45-2

S 8703 S8692

PEPIN COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

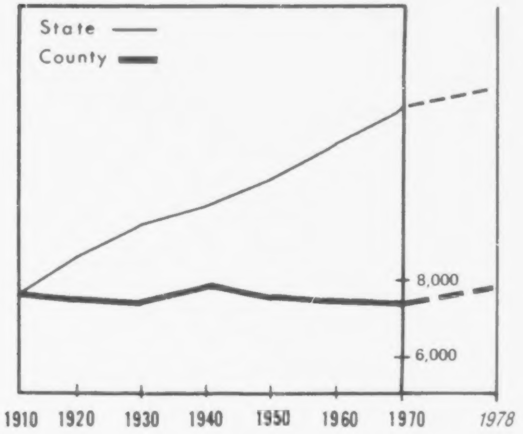
PEPIN

There isn't much industry in this small county. This hilly region is scenic, and is at the confluence of the Mississippi and Chippewa Rivers, but it seems to be overlooked by the kinds of people who are migrating to the more recreation-oriented counties. Farming is the main source of income.

POPULATION

1978 population [a]		7,619	% of state	0.16
1970 population [b]		7,319	% of state	0.17
1970-78 change (%)		4.1	State change	5.3 %
Net migration, 1960-70		702 out-		
Density, 1978	32.1	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	1,524	1,326	41	37	37	34
18-44	967	932	26	33	26	34
45-64	702	757	19	20	21	20
65 & over	534	577	14	10	16	12
Total	3,727	3,592	100 %		100 %	

Median age 28.6; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,663; State $ 10,068

Income Groups:	County %	State %
Under $4,000	24	13
$10,000 & over	34	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 36,490; % of state 0.11

Per capita $ 4,722; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 6,150
Govn't: state & local	$ 3,304
Services	$ 3,281

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	1,832	$ 158	175
Major Groups:			
Construction	64	$ 182	15
Manufacturing	277	$ 198	7
Transp., Util.	71	$ 192	13
Wholesale trade	170	$ 178	16
Retail trade	358	$ 100	54
Finance, Ins., etc.	87	$ 173	17
Services	345	$ 159	32
Government	443	$ 169	19

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	647	598	20.6	4.9
Nonfarm Proprietors	290	316	10.9	6.2
Wage & Salary Employment (major groups):				
Farm	133	159	5.5	2.1
Construction	58	57	2.0	3.4
Manufacturing	258	121	4.2	24.9
Transp., Util.	84	82	2.8	3.9
Wholesale trade	41	185	6.4	4.1
Retail trade	393	336	11.6	14.8
Finance, Ins., etc.	28	79	2.7	3.8
Services	397	375	12.9	15.9
Government	552	575	19.8	15.5
Total (Employment)	2,882	2,904	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	560	124,700
1977	570	126,800

% of land in farms, 1978	82	State 54 %
Avg. size of farms, 1978	223 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	113 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 540	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 28,202	State avg. $ 32,493
Total ($1,000's)	$ 16,075	% of state 0.5

Major Groups	($1,000's)	% of State
Dairy products	$ 9,932	0.5
Meat animals	$ 2,893	0.6
Poultry & eggs	$ 215	0.2
Field crops	$ 2,150	0.7
All vegetables	$ 428	0.2
Specialty crops	$ 404	0.3

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 44,300

% of land area 29 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		50
Other softwoods	411	1,208	0
Oak	18,178	62,922	131
Maple (hard)	2,101	6,574	56
Aspen	4,708	7,771	13
Other hardwoods	14,584	33,174	169

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 0 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	80	1972	92
Sales ($1,000's): 1977	$ 20,485	% of state	0.13
1972	$ 13,310	% of state	0.14
Sales per capita, 1977: Co.	$ 2,711	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 1,988	0.20
Gen. merchandise	$ W	—
Foods	$ 2,639	0.10
Automotive	$ 6,145	0.20
Gas stations	$ 3,098	0.25
Apparel	$ 474	0.08
Furnit., house equip.	$ 710	0.10
Eating & drinking places	$ 2,141	0.14
Drug stores	$ W	—
Miscellaneous	$ 2,386	0.20

WHOLESALE TRADE

No. of establishments: 1977 17 1972 22

Sales ($1,000's): 1977 $ 32,037 % of state 0.16

1972 $ 13,981 % of state 0.13

SERVICE INDUSTRIES

No. of establishments: 1977 57

Total receipts, 1977 ($1,000's) $ 1,195 % of state 0.04

Hotel, motels, recreation camps

No. of establishments: 1977 5 1972 4

Receipts: ($1,000's) 1977 $ 70 % of state 0.03

1972 $ 32 % of state 0.02

Amusements, recreation services

No. of establishments: 1977 6 1972 3

Receipts: ($1,000's) 1977 $ 92 % of state 0.03

1972 $ 94 % of state 0.05

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[m] U.S., Bureau of the Census

PEPIN COUNTY - A DESCRIPTION

Pepin County, next to the smallest of the Wisconsin counties, is in the west-central part of the state, on the Mississippi River. The Chippewa River has cut a broad, flat valley in a northeast-southwest direction through the county. The western part of the county has broad, rolling ridges and deep but narrow valleys, over limestone bedrock, while the eastern part has narrow ridges capped with limestone and broad valleys cut into sandstone. The last glacial advance, the so-called Wisconsin stage, did not reach the county.

Durand, the county seat, is about 70 miles southeast of the Twin Cities of Minnesota, and is some 30 miles by road from Eau Claire. The rural character of the county is revealed by the fact that Durand has only about 2,000 inhabitants even though it is the seat of county government and the main trading center. The population peak for Pepin County was reached in 1900, when 7,905 residents were counted. Population density, at 32 persons per square mile, is typical of an agricultural county with some processing of farm and forest crops.

Pepin County has a relatively large number of children and youths under 18 years of age, and a small number, comparatively, of persons 18 to 44. The excess of persons who left the county between 1950 and 1960, over and above those who moved in, was about 1,485. This was reduced to 700 in the 1960's. Some growth is indicated since 1970.

Incomes in Pepin County are typical of those in the rural counties of western Wisconsin. The county's 1969 median family income was $7,663, compared with a state average of $10,068. The 1977 estimate of personal income was .11 percent of the state total, whereas the population is about .16 percent. Retail sales were .13 percent of the state total in 1977. Lumber, hardware, and farm equipment sales were relatively large, but gas stations had .25 percent of the state's volume.

Employment in agriculture accounted for about 26 percent of all jobs within the county in 1977. Farming is the largest income source. Manufacturing employed only 4.2 percent of the people working within the county. A number of residents commute to plants in other counties, such as Eau Claire.

About 82 percent of the land is in farms. Farms are relatively large, and they have over 110 acres of cropland, on the average. Yet, average income from sales of farm products is below the state average. Dairying is the main type of farming.

Almost one-third of the land in Pepin County is considered to have a forest cover. Red oak, white oak, elm and aspen are the leading species. Mineral production reported was sand and gravel and stone.

Pepin County has relatively few factory jobs. There were more factory jobs in some earlier periods. Except for one plant that makes farm equipment, manufacturers are processors of local farm and forest products.

Pepin County was created from Dunn County in 1858, but settlement had begun in the 1840's, after the land in this part of the state was purchased from the Sioux Indians. Sawmills were built in the early days, but the county had little white pine, so lumbering was never of major importance.

From a general type of farming in pioneer days, Pepin County went through the wheat farming phase that was typical for most of this region. After the 1880's dairy farming became predominant.

Lake Pepin, apparently named for one of the early French explorers, is shown on early maps of the region. It is a widening of the Mississippi River, which is partly dammed by the delta of the Chippewa River. Scenic bluffs as much as 400 feet high line the lake. Recreational development is not extensive, but the area is known among midwest fishermen.

Pepin County is served by the Burlington-Northern. The old Milwaukee line, Eau Claire to Durand, is under new ownership, and called the Chippewa River Railway Company. Principal highways are U.S. 10, east and west, and state highway 35, the Great River Road, along the Mississippi. Scheduled flights are available at Eau Claire.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	7	15
Employees (1,000's)	NA	0.2	0.3
% of state	—	0.04	0.06
Total payroll ($ millions)	$ NA	$ 1.0	$ 1.3
% of state	—	0.02	0.04
Avg. earnings/hr., prod. workers	$ NA	$ 2.33	$ 2.20
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 2.9	$ 2.5
% of state	—	0.03	0.04
New mfg. capital expenditures ($ millions)	$ NA	$ 0.1	$ 0.1
% of state	—	0.02	0.02
Value of shipments ($ millions)	$ NA	$ 11.6	$ 9.8
% of state	—	0.05	0.06

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	2	1	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	2	0	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	0	0	1	0	0
Printing & publishing	1	0	0	0	0
All other types	0	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 19 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Durand Canning Co.*	Durand	Canned vegetables (seasonal)	150-199
Northern Wisconsin Mfg. Co.	Pepin	Farm equipment	50-69
Safeway Stores, Inc.	Durand	Nonfat dry milk powder	20-29
Schlosser Lumber Inc.	Durand	Wood products	10-19
The Courier Wedge Inc.	Durand	Newspaper	10-19
Chippewa Valley Logging	Durand	Logging	0-9
Tri City Dairy	Durand	Fluid milk	0-9

*These manufacturers constitute all those subject to U.C.

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Bauer Built Inc.	Durand	Automotive repair, retreads, etc.	150-199
Pepin Manor	Pepin	Nursing home	50-69
Durand Cooperatives	Durand	Farm supplies	50-69
Durand Implement Inc.	Durand	Farm implement dealer	30-49
Club Ten, Inc.	Durand	Eating and drinking place	20-29

MANUFACTURING — ANALYSIS

In March of 1979 (latest data available) the count of jobs was 153. The department has not received information showing any plant expansion for several years. The companies are largely resource-oriented.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 2,202	% of state	0.15
Per capita [r]	$ 291	State avg.	$ 320
Full value rate [s]	$ 22.30	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 109	% of state	0.15
Per capita [r]	$ 14,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 1,951	% of state	0.05

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,152	0.10
Corporate income	$ 241	0.09
Sales and use	$ 989	0.14

State Shared Taxes	($1,000's)	% of state
Total	$ 431	0.14
State Aids		
Payment to school districts	$ 1,506	0.24
Health & social services (co. govt. only)	$ 642	0.15
Transportation	$ 352	0.29

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Pepin, vil.	747	714	-4.4
Stockholm, vil.	99	129	30.3

	1970	1978 [t]	% Change 1970-78
Durand, city	2,103	2,106	0.1

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	87	% of state	0.06

Valuation per unit, 1978:

$ 35,500	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 27,331	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	43	3,517	0.10
Manufacturing	4	182	0.02
Commercial	9	1,001	0.13
Amusement & recreation	0	0	—
Hotels, motels, etc.	1	57	0.11

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 161,300; **Great Lakes/Mississippi shoreline** 13 miles.

Acreage of named lakes 221; **Total number of lakes** 25; **Lakes with public access** 2

Total public land designated for recreation use 1,399 acres: **Federal-** 0 acres; **State-** 1,291 acres; **County-** 60 acres; **Other public areas** [y] 48 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 30; **Canoe pick-up services** 1

Swimming [z] 2 areas

Fishing: Sample of fish caught— panfish, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 49 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 34 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

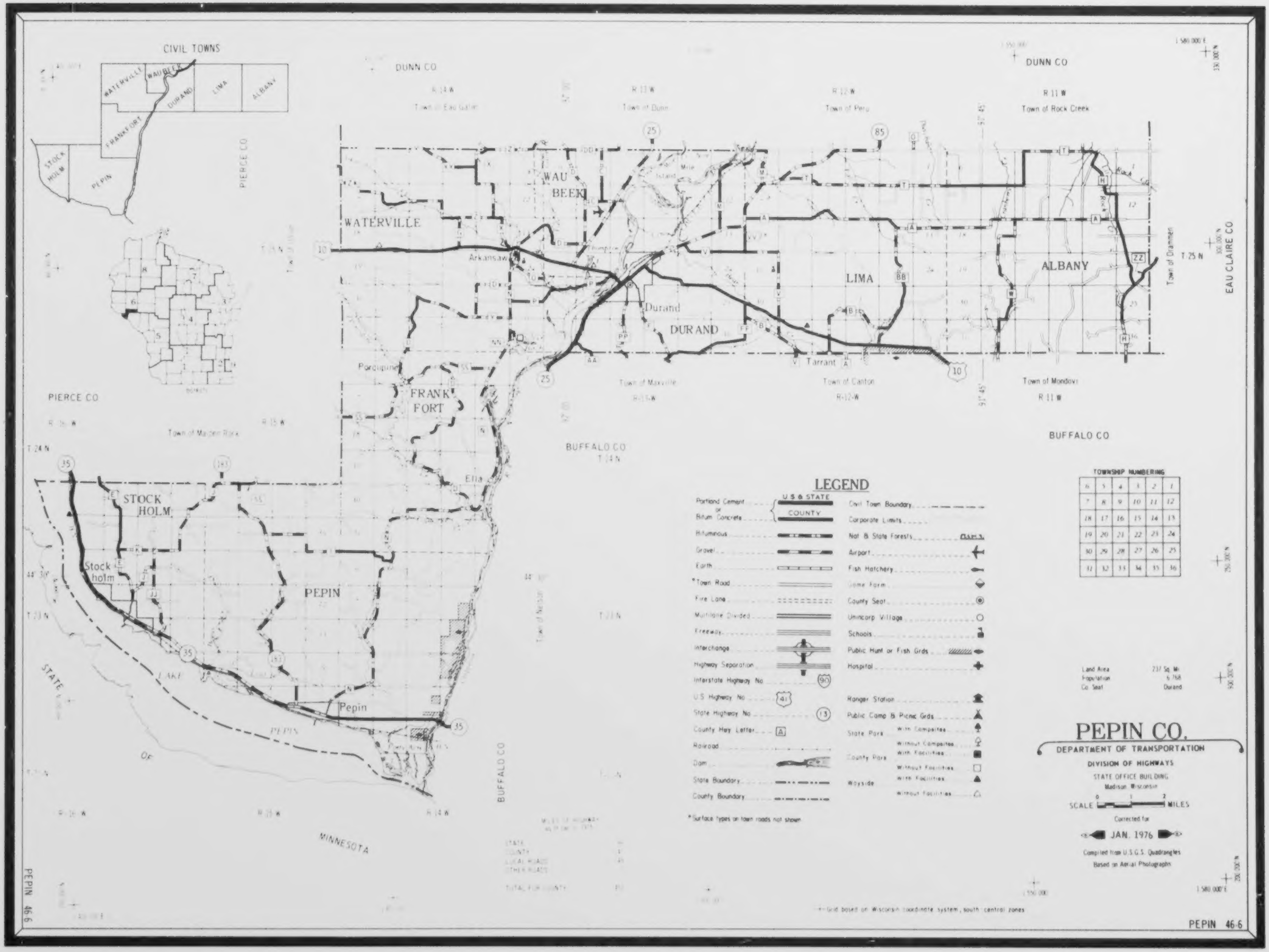
Hunting 1,443 acres

OF SPECIAL INTEREST Chippewa River Water Trail, Lake Pepin

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


CIVIL TOWNS
WATERVILLE
WAUBEEK
DURAND
LIMA
ALBANY
FRANKFORT
PEPIN
STOCKHOLM
DUNN CO
PIERCE CO
EAU CLAIRE CO
BUFFALO CO
MINNESOTA
STATE OF
LAKE PEPIN
Town of Eau Galle
Town of Dunn
Town of Peru
Town of Rock Creek
Town of Drammen
Town of Mondovi
Town of Canton
Town of Maxville
Town of Nelson
Town of Maiden Rock
R 14 W
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WATERVILLE
WAU BEEK
LIMA
ALBANY
DURAND
Durand
Arkansaw
Porcupine
FRANK FORT
Ella
Tarrant
STOCK HOLM
Stock holm
PEPIN
Pepin
10
25
85
35
183
LEGEND
Portland Cement or Bitum Concrete
U S & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No
U.S. Highway No
State Highway No
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
*Surface types on town roads not shown
Civil Town Boundary
Corporate Limits
Nat & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp Village
Schools
Public Hunt or Fish Grds
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park With Campsites
Without Campsites
County Park With Facilities
Without Facilities
Wayside With Facilities
Without Facilities
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
Land Area 237 Sq. Mi.
Population 6,768
Co. Seat Durand
PEPIN CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
+ Grid based on Wisconsin coordinate system, south central zones
1 580 000 E
1 550 000
330 000 N
300 000 N
250 000 N
200 000 N
44° 30'
92° 00'
91° 45'
PEPIN 46·6

58703 58610

PIERCE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

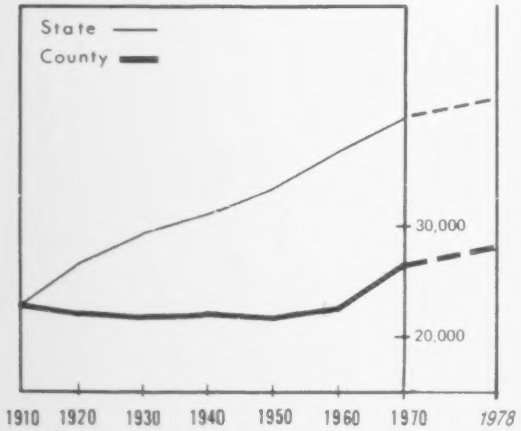
PIERCE

The county has been on a growth cycle for twenty years. UW-Stout is part of the reason, but others are a growing industrial base and proximity to the Twin Cities. This is pretty fair farm country.

POPULATION

1978 population [a]	29,537	% of state	0.64
1970 population [b]	26,652	% of state	0.60
1970-78 change (%)	10.8	State change	5.3 %
Net migration, 1960-70	1,746 in-		
Density, 1978	50.0 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	4,729	4,501	35	37	34	34
18-44	5,092	4,677	38	33	36	34
45-64	2,273	2,326	17	20	18	20
65 & over	1,424	1,630	10	10	12	12
Total	13,518	13,134	100%		100%	

Median age 24.1; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,873; State $ 10,068

Income Groups:	County %	State %
Under $4,000	17	13
$10,000 & over	42	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 173,431; % of state 0.54

Per capita $ 5,663; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Govn't: state & local	$ 20,036
Farm	$ 15,652
Manufacturing	$ 12,643

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	6,858	$ 173	595
Major Groups:			
Construction	299	$ 185	89
Manufacturing	979	$ 234	33
Transp., Util.	146	$ 260	30
Wholesale trade	486	$ 225	27
Retail trade	1,765	$ 95	215
Finance, Ins., etc.	267	$ 207	41
Services	737	$ 119	108
Government	2,134	$ 208	43

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,955	1,824	16.9	4.9
Nonfarm Proprietors	964	1,108	10.3	6.2
Wage & Salary Employment (major groups):				
Farm	408	570	5.3	2.1
Construction	268	225	2.1	3.4
Manufacturing	578	916	8.5	24.9
Transp., Util.	164	170	1.6	3.9
Wholesale trade	44	392	3.6	4.1
Retail trade	1,672	1,667	15.5	14.8
Finance, Ins., etc.	189	253	2.4	3.8
Services	1,003	1,093	10.2	15.9
Government	2,291	2,503	23.3	15.5
Total (Employment)	9,556	10,767	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,610	326,400
1977	1,620	328,200

% of land in farms, 1978	87	State 54%
Avg. size of farms, 1978	203 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	112 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 703	State avg. $ 737
CASH RECEIPTS, 1977		
Avg. per farm	$ 28,333	State avg. $ 32,493
Total ($1,000's)	$ 45,899	% of state 1.5

Major Groups	($1,000's)	% of State
Dairy products	$ 27,692	1.5
Meat animals	$ 9,262	1.8
Poultry & eggs	$ 1,288	1.1
Field crops	$ 6,119	2.1
All vegetables	$ 326	0.2
Specialty crops	$ 828	0.7

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 62,900

% of land area 17 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwds		7
Other softwoods	553	1,686	0
Oak	26,876	94,613	161
Maple (hard)	3,350	10,661	125
Aspen	5,475	10,429	18
Other hardwoods	16,921	36,894	356

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 17 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	325	1972	281
Sales ($1,000's): 1977	$ 74,147	% of state	0.49
1972	$ 51,900	% of state	0.56
Sales per capita, 1977: Co.	$ 2,535	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ W	—
Foods	$ 16,114	0.52
Automotive	$ 18,968	0.63
Gas stations	$ 7,841	0.63
Apparel	$ 2,118	0.38
Furnit., house equip.	$ 2,877	0.42
Eating & drinking places	$ 9,768	0.64
Drug stores	$ 2,650	0.69
Miscellaneous	$ 6,201	0.40

WHOLESALE TRADE

No. of establishments: 1977	41	1972 41
Sales ($1,000's): 1977	$ 46,845	% of state 0.24
1972	$ 19,182	% of state 0.18

SERVICE INDUSTRIES

No. of establishments: 1977	233	
Total receipts, 1977 ($1,000's)	$ 6,708	% of state 0.27
Hotel, motels, recreation camps		
No. of establishments: 1977	7	1972 9
Receipts. ($1,000's) 1977	$ 697	% of state 0.25
1972	$ 491	% of state 0.29
Amusements, recreation services		
No. of establishments: 1977	32	1972 22
Receipts: ($1,000's) 1977	$ 1,145	% of state 0.42
1972	$ 762	% of state 0.18

[m] U.S., Bureau of the Census

PIERCE COUNTY - A DESCRIPTION

Pierce County is experiencing a rather rapid gain in population. More than anything else it may be the product of decentralization going on in the Minneapolis-St. Paul metropolitan area. Lots of nice houses are being built. Families tend to be young, and the natural increase (births over deaths) is large. Manufacturing is providing more jobs, and UW-River Falls is a positive factor.

The county forms the "chin" of the Indianhead—a term identified with northwestern Wisconsin in much recreational advertising. Its western border is formed by the Mississippi and the St. Croix rivers. The more populous localities are only 25 to 30 miles southeast of St. Paul, Minnesota; thus, the county is within easy commuting range of the Twin Cities, and it is beginning to take on some of the character of a residential satellite.

Pierce County has some good agricultural soils, and it has had a more prosperous farm population than most areas this far north. Most of the county is within the western uplands of Wisconsin. Extensive, gently-rolling uplands, well-drained and easy to till, and deep but narrow valleys are characteristic of the landscape. Scenic bluffs along the Mississippi are as much as 500 feet high.

Pierce County reached a first population peak in 1900 (at 23,943), then showed a sizable gain in the sixties to reach a new peak. Much of the population gain in the sixties was accounted for by growth of the student population at UW-River Falls. The 1978 estimate on page 1 shows considerable growth since 1970. Federal demographers have an even higher estimate.

College students give Pierce County a sizable 18-44 age group. During the 1950's about 1,870 more persons moved out of the county than moved in. This was reversed (due in part or in whole to college students) in the 1960's.

Incomes in Pierce County are typical of this section of Wisconsin, though considerably below the state average. Median family income is above several neighboring counties. It is estimated that in 1977 the county obtained .54 percent of the state's personal income, for .64 percent of its people.

About 22 percent of the jobs available within the county are in agriculture. (Notice that farming is second to state and local government jobs as an income source.) It is clear that a large number of residents commute to jobs in other areas—basically the Twin Cities, no doubt.

Retail sales are somewhat low when compared with income estimates. The sales per capita were well below the average for Wisconsin in 1977. Wholesale trade seems to be growing.

As is the general case, farms are fewer and larger than at any time in this century. These changes seem, for the moment at least, to be slowing. Farms have about 110 acres of cropland on the average. Dairy products are the leading source of farm income, but hogs and field crops are also important. Soybeans are being grown more extensively. Sales per farm are below the state average.

Acreage in forests is relatively low in Pierce County. The leading species are red oak, elm, and white oak. Mineral production consists of industrial sands, sand and gravel, and crushed limestone.

Pierce County has the milk-products plant and small woodworking operations that are usually found in this type of county. A new firm that makes equipment for power transmission has become the largest employer. The 1979 figures show significant gains in factory employment.

Pierce County, named for the fourteenth president of the United States, was created in 1853. This area was purchased from the Indians in 1837, but Prescott had been established as a trading post before that. The agricultural lands were occupied rapidly by settlers who came up the Mississippi River by Steamboat, usually transferring from rail at Galena, Illinois. Norwegians and Swedes were the predominant immigrant groups.

Wheat farming led to considerable prosperity in this area. Grain was shipped down the Mississippi from Prescott. Wheat farming gave way to dairying, and the co-operative creamery became the characteristic economic institution of the area.

The Burlington-Northern, along the Mississippi River, provides rail service in Pierce County. U.S. highway 10 is a major east and west road through this section, leading to the Twin Cities. The Great River Road, state highway 35, skirts the shoreline of Lake Pepin and the scenic bluffs of this area. Scheduled flights are available in the Twin Cities or at Eau Claire.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	35	30	21
Employees (1,000's)	1.0	.8	.3
% of state	0.18	0.16	0.06
Total payroll ($ millions)	$ 11.4	$ 6.1	$ 1.2
% of state	0.15	0.13	0.03
Avg. earnings/hr., prod. workers	$ 4.80	$ 3.42	$ 2.25
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 29.5	$ 27.5	$ 3.0
% of state	0.18	0.29	0.04
New mfg. capital expenditures ($ millions)	$ 3.8	$ 1.2	$ .2
% of state	0.32	0.22	0.04
Value of shipments ($ millions)	$ 81.5	$ 43.9	$ 11.1
% of state	0.21	0.21	0.07

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	0	2	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	8	0	0	0	0
Paper, paper prods.	0	0	0	1	0
Chemicals, petrol., rubber & plastics	2	0	0	1	0
Metalworking, mach., transport. equip.	2	0	0	0	1
Printing & publishing	5	1	0	0	0
All other types	5	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 34 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Meyer Industries (IT & T)	Hager City	Steel fabrication (power transmission poles, etc.)	250-299
Kroy Industries	River Falls	Plastic products	150-199
Smead Manufacturing Co.	River Falls	Filing supplies, record keeping equipment	150-199
Ralston-Purina	Hager City	Pet foods	70-79
Ellsworth Coop Creamery Co.	Ellsworth	Cheese	50-69
Webster Lumber Co.	Bay City	Wood products	50-69
Weiser's Concrete Prod., Inc.	Maiden Rock	Concrete products (precast)	50-69
Helmer Printing Inc.	Maiden Rock	Printing	30-49
Madson Lumber Co.	Spring Valley	Wood products	10-19
River Falls Journal Inc.	River Falls	Newspaper	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
UW-River Falls	River Falls	University	600-649
Jacques Seed Co.	Prescott	Farm seeds, supplies	200-249
Slater Minn. Corp.	River Falls	Food service	150-199
Steamboat Inn, Inc.	Prescott	Eating and drinking place	70-99
Pierce County Manor, Inc.	Ellsworth	Nursing home	70-99

MANUFACTURING — ANALYSIS

Industrial growth has been substantial. The current situation, as compared with a decade or so ago, is very favorable. As of March 1979 (latest data available) the job figure was 1,067. The steel fabrication plant at Hager City has been largely responsible for this change. Most of the plants are either resource-oriented or labor-oriented. Little in the way of expansions has been reported for some years.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 7,587	% of state	0.51
Per capita [r]	$ 259	State avg. $	320
Full value rate [s]	$ 18.99	State avg. $	22.31
Property Assessment—full value			
Total ($ millions)	$ 430	% of state	0.58
Per capita [r]	$14,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 6,822	% of state	0.19

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 5,300	0.47
Corporate income	$ 1,019	0.39
Sales and use	$ 4,059	0.57

State Shared Taxes	($1,000's)	% of state
Total	$ 1,586	0.52
State Aids		
Payment to school districts	$ 5,025	0.80
Health & social services (co. govt. only)	$ 1,937	0.45
Transportation	$ 983	0.81

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Bay City, vil.	317	517	63.1
Ellsworth, vil.	1,983	2,036	2.7
Elmwood, vil.	737	867	17.6
Maiden Rock, vil.	172	183	6.4
Plum City, vil.	451	496	10.0
Spring Valley, vil.	995	1,012	1.7
Prescott, city	2,331	2,696	15.7
River Falls, city*	7,238	8,074	11.6

*Total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County	940	% of state	0.69

Valuation per unit, 1978:

$ 42,532	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 38,248	State average	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	136	14,463	0.41
Manufacturing	8	2,321	0.25
Commercial	43	3,544	0.46
Amusement & recreation	3	216	0.18
Hotels, motels, etc.	2	60	0.12

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 387,200; **Great Lakes/Mississippi shoreline** 33 miles.

Acreage of named lakes 238; **Total number of lakes** 33; **Lakes with public access** 4

Total public land designated for recreation use 2,637 acres. **Federal**- 0 acres; **State**- 2,230 acres; **County**- 44 acres; **Other public areas** [y] 363 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 40; **Canoe pick-up services** 0

Swimming [z] 7 areas

Fishing: Sample of fish caught— trout, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 65 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 140 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

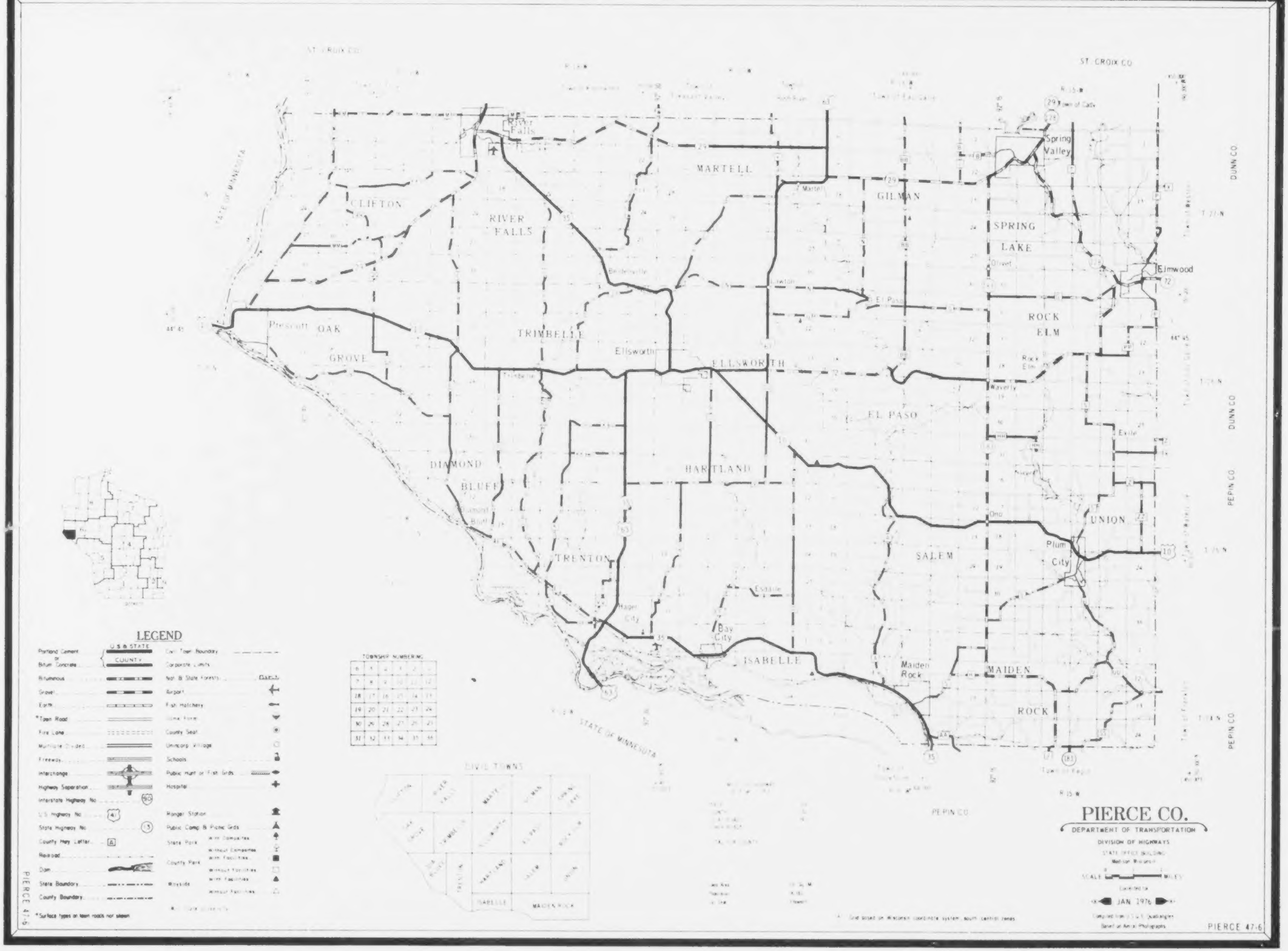
Hunting 3,547 acres

OF SPECIAL INTEREST Diamond Bluff Site, Old French Fort Site, St. Croix River Water Trail

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.

PIERCE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison Wisconsin
SCALE
MILES
Corrected to
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
PIERCE 47-6
ST. CROIX CO.
DUNN CO.
PEPIN CO.
STATE OF MINNESOTA
CLIFTON
RIVER FALLS
MARTELL
GILMAN
SPRING LAKE
ROCK ELM
OAK GROVE
TRIMBELLE
ELLSWORTH
EL PASO
UNION
DIAMOND BLUFF
TRENTON
HARTLAND
SALEM
ISABELLE
MAIDEN ROCK
River Falls
Spring Valley
Elmwood
Prescott
Ellsworth
Plum City
Maiden Rock
Bay City
Hager City
Martell
Lawton
El Paso
Beldenville
Trimbelle
Rock Elm
Waverly
Exile
Ono
Esdaile
Diamond Bluff
Olivet
Town of Cady
Town of Pepin
T 27 N
T 26 N
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T 24 N
R 15 W
44°45'
29
72
10
35
63
65
183
TOWNSHIP NUMBERING
CIVIL TOWNS
LEGEND
U.S & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multiple Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
Grid based on Wisconsin coordinate system, south central zones
PIERCE 47-6

52903 58690

POLK COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

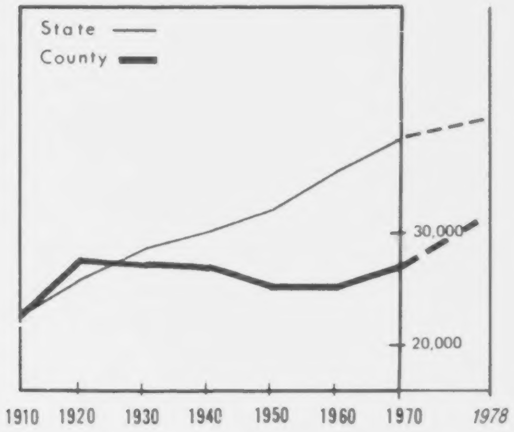
POLK

This is one of the counties northeast of the Twin Cities that have attracted new branch plants and people from the outside. Factory jobs have increased considerably in the last few years. Dairy farming is also a big part of the economic base. The lakes are one key to the population growth.

POPULATION

1978 population [a]	30,594	% of state	0.66
1970 population [b]	26,666	% of state	0.60
1970-78 change (%)	14.7	State change	5.3 %
Net migration, 1960-70	134 out-		
Density, 1978 32.8	per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	4,877	4,518	36	37	34	34
18-44	3,671	3,641	27	33	28	34
45-64	2,992	2,952	22	20	22	20
65 & over	1,968	2,047	15	10	16	12
Total	13,508	13,158	100%		100%	

Median age 31.8; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,815; State $ 10,068

Income Groups:	County %	State %
Under $4,000	20	13
$10,000 & over	33	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 169,825; % of state 0.53

Per capita $ 5,484; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 20,668
Farm	$ 18,212
Gov'nt, state & local	$ 13,300

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	8,091	$ 166	718
Major Groups:			
Construction	428	$ 214	100
Manufacturing	2,189	$ 192	68
Transp., Util.	353	$ 262	43
Wholesale trade	302	$ 197	40
Retail trade	1,519	$ 103	239
Finance, Ins., etc.	268	$ 167	38
Services	1,292	$ 144	117
Government	1,631	$ 152	61

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,454	2,322	18.2	4.9
Nonfarm Proprietors	1,149	1,397	10.9	6.2
Wage & Salary Employment (major groups):				
Farm	411	606	4.7	2.1
Construction	304	337	2.6	3.4
Manufacturing	1,463	1,896	14.8	24.9
Transp., Util.	330	370	2.9	3.9
Wholesale trade	80	331	2.6	4.1
Retail trade	1,478	1,533	12.0	14.8
Finance, Ins., etc.	157	240	1.9	3.8
Services	877	1,542	12.1	15.9
Government	1,995	2,104	16.5	15.5
Total (Employment)	10,752	12,777	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,990	388,000
1977	2,000	388,900

% of land in farms, 1978	65	State 54%
Avg. size of farms, 1978	195 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	88 ac.	State avg. 107 ac.
Farm sales $ per acre, land continuing in agric. (1977)	$ 506	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 23,369	State avg. $ 32,493
Total ($1,000's)	$ 46,739	% of state 1.5

Major Groups	($1,000's)	% of State
Dairy products	$ 35,245	1.9
Meat animals	$ 5,386	1.1
Poultry & eggs	$ 1,775	1.5
Field crops	$ 2,392	0.8
All vegetables	$ 637	0.3
Specialty crops	$ 741	0.6

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 222,600

% of land area 37 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	21,686	48,175	293
Other softwoods	11,107	28,202	0
Oak	33,686	62,648	444
Maple (hard)	9,599	18,502	109
Aspen	43,442	52,013	106
Other hardwoods	41,964	57,532	180

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin,* NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Stone, sand & gravel

Value of product $ 3,394,000 % of state 2.51

Employment covered by U.C., 1977 (an avg.) [l]

County 60 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	385	1972	376
Sales ($1,000's): 1977	$ 89,425	% of state	0.59
1972	$ 53,666	% of state	0.58
Sales per capita, 1977: Co.	$ 2,960	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 10,121	1.03
Gen. merchandise	$ 3,250	0.17
Foods	$ 19,994	0.65
Automotive	$ 15,971	0.53
Gas stations	$ 13,765	1.10
Apparel	$ 1,558	0.28
Furnit., house equip.	$ 2,498	0.37
Eating & drinking places	$ 9,629	0.64
Drug stores	$ 2,914	0.76
Miscellaneous	$ 9,725	0.67

WHOLESALE TRADE

No. of establishments: 1977 49	1972	57
Sales ($1,000's): 1977 $ 38,452	% of state	0.19
1972 $ 33,329	% of state	0.31

SERVICE INDUSTRIES

No. of establishments: 1977 277

Total receipts, 1977 ($1,000's) $ 9,715 % of state 0.39

Hotel, motels, recreation camps

No. of establishments: 1977 37 1972 40

Receipts: ($1,000's) 1977 $ 1,122 % of state 0.41

1972 $ 612 % of state 0.36

Amusements, recreation services

No. of establishments: 1977 24 1972 35

Receipts: ($1,000's) 1977 $ 1,446 % of state 0.53

1972 $ 1,122 % of state 0.64

[m] U.S., Bureau of the Census

POLK COUNTY - A DESCRIPTION

Polk County is witnessing a rapid rate of population growth. Federal demographers are giving even higher current estimates than that shown on page 1. It is clear that even though the local industrial economy is growing, that alone doesn't explain all the population gains. The 1980 census should give clues as to what is happening. Some of the new people may be Twin Cities retirees and commuters to the cities. The lakes may well be the key.

Polk Countty, part of the face of the Indianhead suggested by the Wisconsin-Minnesota boundary in northwestern Wisconsin, has shown significant industrial growth over the long term, but has not had steady growth. Northeast of the Twin Cities, this part of Wisconsin has been particularly successful in luring branch plants. The St. Croix River forms the boundary between Minnesota and Wisconsin as well as the western boundary of the county.

The landscape is principally the result of glacial action. Generally speaking, a wide belt of glacial end moraines extends from the southwestern to the northeastern corner of the county. There are a number of lakes in this band. This section has typical knob and kettle landscapes. Most of the county has soils of a loam or sandy loam character, derived from glacial drift.

Polk County gained 24 residents between 1950 and 1960, and about 1,700 in the 1960's. This region has few counties that gained population during those twenty years. The population density of 33 persons per square mile is about average for an agricultural-type county. Relative to the state, there are proportionately few adults in the 18-44 year old group. Out-migration losses were from this age group. Between 1950 and 1960 out-migration (the number who moved out of the county less the number who moved in) amounted to about 2,812 persons. This was reduced to 134 in the 1960's.

Agriculture provided almost 23 percent of all in-county jobs in 1977. Yet, it was second to manufacturing as an income source that year. Jobs in manufacturing have, in general, been increasing. In 1974 factory jobs reached about 2,000, then dipped sharply. Noteworthy plant locations have been announced since then. It is presumed that several hundred residents are commuting daily or periodically to other areas.

Farm numbers and land in farms have decreased from earlier decades, but the farm acreage is not down very much in recent years. Dairying is the main type of farming. The average cash sales per farm are not very high. Cropland average per farm is below figures for Wisconsin. In 1969 (latest date) a total of 745 farm operators reported 100 days or more of work off their farms.

In addition to foods industries (milk products, canned vegetables) and wood products plants, there are a number of plants that are new to the area and that provide diversity. Plastics products are important.

Family incomes in Polk County are about average for this part of the state. However, the county's median family income is considerably smaller than the statewide figure. In 1977 the county received an estimated .53 percent of the state's personal income, for .66 percent of its population.

The 1977 Census of Business credits Polk with .59 percent of the state's retail sales. Tourist and resort trade is reflected in the strong retail volume. Lumber, hardware and farm equipment sales are usually comparatively high in this type of county. Gas stations and eating and drinking places show comparative strength. General merchandise sales are very low, because of proximity to the Twin Cities.

About 37 percent of Polk County has a forest cover, according to foresters. Leading species are aspen, red oak, white oak and pine. The Dresser Trap Rock Company quarries basalt. Ground limestone and sand and gravel are also produced.

Polk County was visited by early explorers, because of the St. Croix-Brule River route betwen Lake Superior and the Mississippi River. Permanent settlement began as early as 1837, in connection with lumbering along the St. Croix and other streams. The county was named for President Polk. The county's agriculture went from a general type of farming to emphasis on wheat, then to dairying. Principal immigrant groups were the Scandinavians (Swedes, Norwegians, and Danes), who came largely in the late 1860's.

Polk County is served by the Soo Line and the Chicago & North Western. U.S. highway 8 is an important east-west road in this area. State highway 35 is a scenic western Wisconsin road; Interstate Park is just off this highway. Scheduled flights are available at the Twin Cities.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	68	52	48
Employees (1,000's)	1.8	1.4	1.7
% of state	0.33	0.28	0.33
Total payroll ($ millions)	$ 17.8	$ 8.2	$ 8.4
% of state	0.24	0.17	0.23
Avg. earnings/hr., prod. workers	$ 4.41	$ 2.86	$ 2.42
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 47.1	$ 22.6	$ 13.8
% of state	0.28	0.24	0.20
New mfg. capital expenditures ($ millions)	$ 9.2	$ 1.1	$ .7
% of state	0.77	0.21	0.14
Value of shipments ($ millions)	$ 109.6	$ 48.2	$ 32.5
% of state	0.28	0.23	0.21

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	8	1	3	0	0
Textiles, apparel, leather	2	1	1	0	0
Wood products, furniture	13	0	0	1	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	2	2	0	1
Metalworking, mach., transport. equip.	11	2	4	2	0
Printing & publishing	5	4	0	0	0
All other types	4	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 68 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Kroy Industries	Dresser, etc.	Precision molded plastic products, etc.	400-449
Northern Metal Specialty Div., Western Ind.	Osceola	Metal stampings	100-149
Durex Products Inc.	Luck, etc.	Wire screen cloth, plastic panels	100-149
Stokely-Van Camp, Inc.	Frederic	Canned vegetables (seasonal)	100-149
Energy Manufacturing Co., Inc.	Centuria	Outerwear	100-149
Bellanca Aircraft Corp.	Osceola	Aircraft assembly	100-149
Luck Division (U.S. Bedding)	Luck	Beds, furniture parts	70-99
Franklin Signal Corp.	Clear Lake	Electronic apparatus (radio & TV)	70-99
Universal Foods Corp.	Clayton	Cheese	70-79
Industrial Tool & Plastics, Inc.	St. Croix Falls	Plastic component parts	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
St. Croix Valley Memorial Hospital	St. Croix Falls	Hospital	150-199
Apple River Valley Hospital	Amery	Hospital	100-149
Ladd Memorial Hospital Inc.	Osceola	Hospital	100-149
Crestview Plaza, Inc.	Amery	Nursing home	70-99
United Pioneer Home Inc.	Luck	Nursing home	70-99

MANUFACTURING — ANALYSIS

Historically, this county has had its industrial ups and downs. The recent story has been one of substantial growth. As of March 1979 (latest data available) the factory job figure was about 2,260.

Changes have occurred so rapidly that it is hard to keep up with them. This is especially the case for Kroy Industries and Durex.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 9,525	% of state	0.64
Per capita [r]	$ 315	State avg.	$ 320
Full value rate [s]	$ 19.12	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 538	% of state	0.73
Per capita [r]	$17,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$10,360	% of state	0.29

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 4,761	0.43
Corporate income	$ 1,090	0.41
Sales and use	$ 4,055	0.57

State Shared Taxes	($1,000's)	% of state
Total	$ 1,726	0.57
State Aids		
Payment to school districts	$ 5,536	0.88
Health & social services (co. govt. only)	$ 2,873	0.67
Transportation	$ 1,530	1.26

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Balsam Lake, vil.	648	742	14.5
Centuria, vil.	632	694	9.8
Clayton, vil.	306	375	22.5
Clear Lake, vil.	721	825	14.4
Dresser, vil.	533	669	25.5
Frederic, vil.	908	1,042	14.8
Luck, vil.	848	909	7.2
Milltown, vil.	634	717	13.1
Osceola, vil.	1,152	1,432	24.3
Amery, city	2,126	2,474	16.4
St. Croix Falls, city	1,425	1,558	9.3

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

County 937 % of state 0.68

Valuation per unit, 1978:

$ 29,138 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 30,700 State average $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	178	24,033	0.68
Manufacturing	25	6,652	0.71
Commercial	46	3,659	0.47
Amusement & recreation	8	908	0.77
Hotels, motels, etc.	2	77	0.15

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 619,500; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 20,525; **Total number of lakes** 431; **Lakes with public access** 63

Total public land designated for recreation use 35,095 acres: **Federal-** 0 acres; **State-** 14,155 acres; **County-** 15,643 acres; **Other public areas** [y] 5,297 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 80; **Canoe pick-up services** 3

Swimming [z] 4 areas

Fishing: Sample of fish caught— panfish, northern, walleye, bass, trout.

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 990 sites

Major hiking trails 8 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 53 miles

Downhill skiing [z] 1 areas, 13 runs

Cross country skiing [z] 1 areas, 4 miles

Hunting 30,413 acres

OF SPECIAL INTEREST Cascade Falls, Fawn Doe Rosa Museum, Interstate Park, St. Croix County Historical Museum, St. Croix County Railroad & Farm Museum, St. Croix River Water Trail, Trout Hatchery

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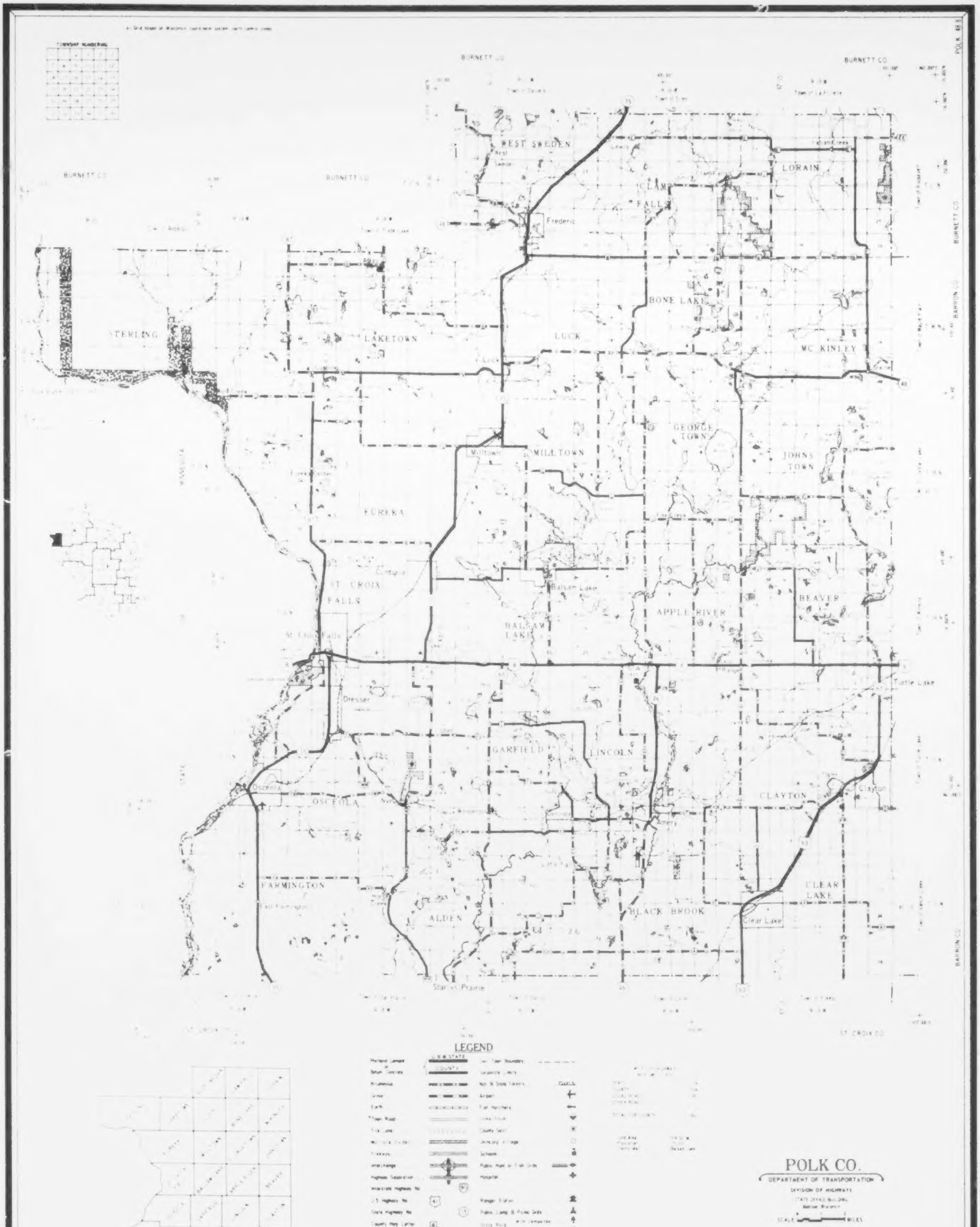
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


POLK 48.8
BURNETT CO.
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CLAM FALLS
LORAIN
Frederic
STERLING
LAKETOWN
LUCK
Luck
BONE LAKE
MC KINLEY
GEORGE TOWN
MILLTOWN
Milltown
JOHNS TOWN
EUREKA
ST. CROIX FALLS
St. Croix Falls
Centuria
BALSAM LAKE
Balsam Lake
APPLE RIVER
BEAVER
Turtle Lake
Dresser
GARFIELD
LINCOLN
OSCEOLA
Osceola
CLAYTON
Clayton
Amery
FARMINGTON
East Farmington
ALDEN
BLACK BROOK
CLEAR LAKE
Clear Lake
Star Prairie
LEGEND
U.S. & STATE
COUNTY
Schools
Hospital
Ranger Station
State Park
County Park
State Boundary
County Boundary
CIVIL TOWNS
POLK CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
MILES
Corrected to
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
POLK 48.8

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PORTAGE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

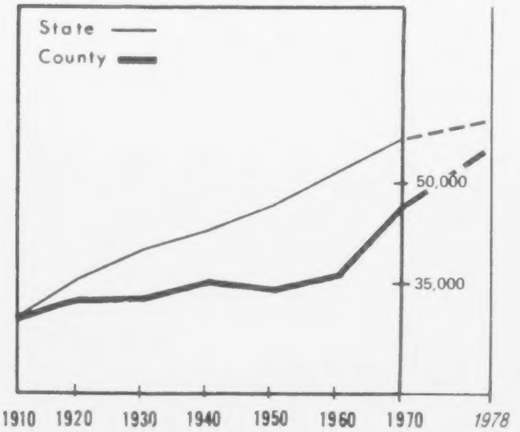
PORTAGE

The economic base is truly growing in this county. All sectors seem to be adding jobs—manufacturing, farming, insurance, trade and services, and government. Even then, the large population growth (estimated) seems to be hard to explain. Great investments have been made to raise vegetables on the sandy land.

POPULATION

1978 population [a]	55,555	% of state	1.19
1970 population [b]	47,541	% of state	1.08
1970-78 change (%)	16.9	State change	5.3 %
Net migration, 1960-70	5,589 in-		
Density, 1978	68.6 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	8,224	7,896	34	37	33	34
18-44	9,684	9,297	41	33	39	34
45-64	3,999	4,093	17	20	17	20
65 & over	1,968	2,380	8	10	10	12
Total	23,875	23,666	100 %		100 %	

Median age 23.2; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,309; State $ 10,068

Income Groups:	County %	State %
Under $4,000	14	13
$10,000 & over	44	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 316,583; % of state 0.99

Per capita $ 5,827; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 45,704
Finance, insurance, etc.	$ 33,240
Farm	$ 30,363

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	19,471	$ 205	960
Major Groups:			
Construction	778	$ 263	137
Manufacturing	3,903	$ 265	53
Transp., Util.	791	$ 271	75
Wholesale trade	807	$ 249	65
Retail trade	3,800	$ 132	290
Finance, Ins., etc.	2,640	$ 248	73
Services	2,570	$ 143	183
Government	3,407	$ 200	42

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,567	1,490	6.5	4.9
Nonfarm Proprietors	1,200	1,387	6.1	6.2
Wage & Salary Employment (major groups):				
Farm	1,023	1,351	5.9	2.1
Construction	402	629	2.8	3.4
Manufacturing	2,698	3,367	14.8	24.9
Transp., Util.	1,043	1,087	4.8	3.9
Wholesale trade	736	802	3.5	4.1
Retail trade	2,115	3,828	16.8	14.8
Finance, Ins., etc.	W	2,317	10.2	3.8
Services	1,909	2,851	12.5	15.9
Government	3,151	3,515	15.4	15.5
Total (Employment)	19,642	22,771	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,380	310,700
1977	1,400	310,900

% of land in farms, 1978	60	State 54 %
Avg. size of farms, 1978	225 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any 1974 [h]	106 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 442	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 43,692	State avg. $ 32,493
Total ($1,000's)	$ 61,169	% of state 1.9

Major Groups	($1,000's)	% of State
Dairy products	$ 16,986	0.9
Meat animals	$ 4,507	0.9
Poultry & eggs	$ 330	0.3
Field crops	$ 3,419	1.2
All vegetables	$ 33,555	18.3
Specialty crops	$ 2,269	1.9

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 160,800

% of land area 31 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		496
Other softwoods	18,794	49,827	23
Oak	27,919	74,044	599
Maple (hard)	5,451	14,952	86
Aspen	15,215	11,295	501
Other hardwoods	32,643	65,064	404

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product	$ 1,408,000	% of state	1.04

Employment covered by U.C., 1977 (an avg.) [l]

County 15 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	483	1972	477
Sales ($1,000's): 1977	$169,212	% of state	1.13
1972	$ 94,250	% of state	1.01
Sales per capita, 1977: Co.	$ 3,126	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 19,185	1.00
Foods	$ 31,794	1.04
Automotive	$ 27,451	0.83
Gas stations	$ 9,672	0.77
Apparel	$ 10,530	1.87
Furnit., house equip.	$ 8,297	1.22
Eating & drinking places	$ 19,988	1.32
Drug stores	$ W	—
Miscellaneous	$ 27,370	1.80

WHOLESALE TRADE

No. of establishments: 1977	79	1972	85
Sales ($1,000's): 1977	$247,756	% of state	1.26
1972	$106,163	% of state	0.98

SERVICE INDUSTRIES

No. of establishments: 1977	331		
Total receipts, 1977 ($1,000's)	$ 20,611	% of state	0.81
Hotel, motels, recreation camps			
No. of establishments: 1977	19	1972	23
Receipts: ($1,000's) 1977	$ 5,006	% of state	1.81
1972	$ 2,515	% of state	1.46
Amusements, recreation services			
No. of establishments: 1977	34	1972	33
Receipts: ($1,000's) 1977	$ 2,109	% of state	0.78
1972	$ 1,057	% of state	0.60

[m] U.S., Bureau of the Census

PORTAGE COUNTY — A DESCRIPTION

State and federal demographers agree that the county is undergoing fast population growth. It is not at all clear why growth would be so large. The enrollment at U.W.—Stevens Point is not much greater than it was in 1970. Factory jobs have spurted since the 1974-75 recession, but not enough to explain the population growth. The 1980 census may help one to discern the propellant. Both the housing and the construction data are impressive.

Portage County, originally heavily forested, became the scene of extensive lumbering operations in the decade before the Civil War. The Wisconsin River, which furnished a means of log transportation and served as a source of power, drew saw mills to the area at an early date. Much of the cleared land went into farms. This is one of the few Wisconsin counties where Polish immigrants outnumbered Germans.

Today, much of the county's industry still depends upon the forests for raw materials, but these are drawn from a wide area. Paper and woodworking are the dominant manufacturing industries.

The county's growth was slow from 1910 to recent times, when college students flocked to Stevens Point. In the decade of the 1950's the number of inhabitants rose by 6 percent, compared with a statewide increase of 15 percent. The county was unable to hold its full natural increase; in the 1950's some 3,000 more persons moved out of the county than moved in. In the 1960's the population gain was about 29 percent, and in-migration was recorded. University students accounted for much or all of this. The birth rate is higher than average.

The population density, 69 persons per square mile, is indicative of a fair degree of urban development. Mainly because of students, the 18-44 age group is very large.

Portage County has a combination of soils (sandy loams), much fairly level topography, and vast underground water supplies as well as surface waters--all factors in considering supplementary irrigation for production of cash crops. The gain in irrigated land from 2,800 acres in 1954 to 29,000 in 1974 is indicative of what has been undertaken in the way of investments by potato and other vegetable growers. Potato acreage doubled from 1959 to 1964 (8,001 to 16,446 acres). It is now (1979) about 21,000 acres, but it seems to be a leveling off. Portage is the leading county in potato acreage. Snapbean acreage reached 5,051 in 1969, and now is around 15,000. The county ranks second (almost equal to Waushara). Some other vegetables are grown in volume, changing the character of much of southeastern Portage County from what it was a generation ago.

This newer type of agriculture needs a substantial work force—at least for 6-7 months of the year. The figure 1,331 is an estimate of the *annual* average of farm laborers.

Manufacturing provides more jobs than does agriculture. It was the largest income source in 1977. The presence at Stevens Point of a large insurance company explains the importance of finance, insurance, etc. The state university adds greatly to government jobs. The college provides majors in the liberal arts, as well as in education. Enrollment is almost 9,000.

Family incomes are relatively high for a nonmetropolitan area. They are somewhat concentrated in the middle range. In 1977 the county received .99 percent of the state's personal income, for 1.19 percent of its people.

Portage County's retail trade status has been improving. Sales by apparel stores are noticeably high, probably reflecting student buying. Wholesale trade, also, is gaining faster than the state's rate. Receipts of hotels, motels, etc. have grown considerably.

About 31 percent of the land area is in woodlands, compared with a state average of 43 percent. In terms of sawtimber, oak, elm, and pine appear to be leaders. Mineral production is of some importance.

Since it is on the southern edge of the Wisconsin vacation country, Portage County has considerable tourist traffic.

Lying near the geographic center of the state, Portage County is well supplied by rail and highway transportation. It is crossed by Highway 51, a main north-south route, and by Highway 10, an important east-west route. Railroads are the Soo, Milwaukee Road, and the Green Bay & Western. There is commuter flight service at Wisconsin Rapids, and more extensive service at Mosinee, to the north.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	66	59	59
Employees (1,000's)	3.5	2.5	2.7
% of state	0.65	0.50	0.53
Total payroll ($ millions)	$ 43.2	$ 20.9	$ 16.8
% of state	0.58	0.44	0.47
Avg. earnings/hr., prod. workers	$ 5.47	$ 3.72	$ 2.70
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 86.4	$ 40.1	$ 32.2
% of state	0.52	0.42	0.46
New mfg. capital expenditures ($ millions)	$ 11.3	$ 3.0	$ 4.0
% of state	0.95	0.56	0.79
Value of shipments ($ millions)	$ 206.8	$ 82.5	$ 63.7
% of state	0.53	0.39	0.41

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	4	1	1	2	1
Textiles, apparel, leather	1	0	0	0	0
Wood products, furniture	9	1	0	2	1
Paper, paper prods.	0	0	0	1	1
Chemicals, petrol., rubber & plastics	3	1	0	0	0
Metalworking, mach., transport. equip.	7	0	1	1	0
Printing & publishing	3	2	0	2	0
All other types	5	1	2	0	0

Factory jobs per 1,000 population, June, 1978

County 61 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Del Monte Corp.	Plover	Canned vegetables (seasonal)	700-749
Consolidated Papers, Inc.	Stevens Point	Paper products	650-699
Ore-Ida Foods, Inc.	Plover	Potato products	400-449
Portesi's Frozen Foods, Inc.	Stevens Point	Frozen pizza, etc.	300-349
Bake-Rite Baking Co.	Stevens Point	Baked goods	300-349
Joerns Furniture Co.	Stevens Point	Hospital, nursing home, etc. furniture	250-299
American Potato Co.	Plover	Dehydrated potatoes, fries, etc.	200-249
Worzalla Publishing Co.	Stevens Point	Commercial printing	200-249
Nekoosa Papers, Inc.	Stevens Point	Paper products	200-249
Lullabye Furniture Co.	Stevens Point	Juvenile furniture	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Sentry Insurance	Stevens Point	Insurance	2,200-2,299
UW-Stevens Point	Stevens Point	University	500-549
St. Michael's Hospital	Stevens Point	Hospital	500-549
Saga Food Service	Stevens Point	Food service	500-549
The Copps Corp.	Stevens Point	Department store, offices	450-499

MANUFACTURING — ANALYSIS

This county is experiencing goodly growth in jobs. The March 1979 figure (latest available) was about 3,715. The Ore-Ida plant probably accounts for the increase in the last year or two. Paper mills are significant employers and this county has historically been strong in woodworking. The large food industries have added a new dimension to the county. Preway, out of Wisconsin Rapids, has constructed a big plant at Stevens Point to make prebuilt fireplaces.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 13,228	% of state	0.89
Per capita [r]	$ 244	State avg.	$ 320
Full value rate [s]	$ 18.39	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 775	% of state	1.05
Per capita [r]	$ 14,300	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 32,795	% of state	0.92

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 10,773	0.96
Corporate income	$ 2,645	1.00
Sales and use	$ 7,641	1.08

State Shared Taxes	($1,000's)	% of state
Total	$ 2,893	0.95
State Aids		
Payment to school districts	$ 7,729	1.23
Health & social services (co. govt. only)	$ 3,452	0.80
Transportation	$ 1,748	1.44

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Almond, vil.	440	452	2.7
Amherst, vil.	585	705	20.5
Amherst Jct., vil.	141	170	20.6
Junction City, vil.	396	499	26.0
Nelsonville, vil.	152	139	-8.6

	1970	1978 [t]	% Change 1970-78
Park Ridge, vil.	817	695	-14.9
Plover, vil.	Un.	4,370	—
Rosholt, vil.	466	515	10.5
Whiting, vil.	1,782	2,099	17.8
Stevens Point, city	23,479	23,631	0.6

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,768 % of state 1.29

Valuation per unit, 1978:

$ 37,511 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 38,166 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	284	84,429	2.38
Manufacturing	39	16,692	1.77
Commercial	93	27,949	3.61
Amusement & recreation	7	742	0.63
Hotels, motels, etc.	8	2,309	4.64

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 524,160; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 4,725; **Total number of lakes** 136; **Lakes with public access** 31

Total public land designated for recreation use 17,296 acres: **Federal-** 0 acres; **State-** 14,743 acres; **County-** 938 acres; **Other public areas** [y] 1,615 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 36; **Canoe pick-up services** 3

Swimming [z] 15 areas

Fishing: Sample of fish caught—panfish, trout, northern, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 0 nine hole

Camping (developed & primitive) [z] 255 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 53 miles

Downhill skiing [z] 1 areas, 4 runs

Cross country skiing [z] 1 areas, 7 miles

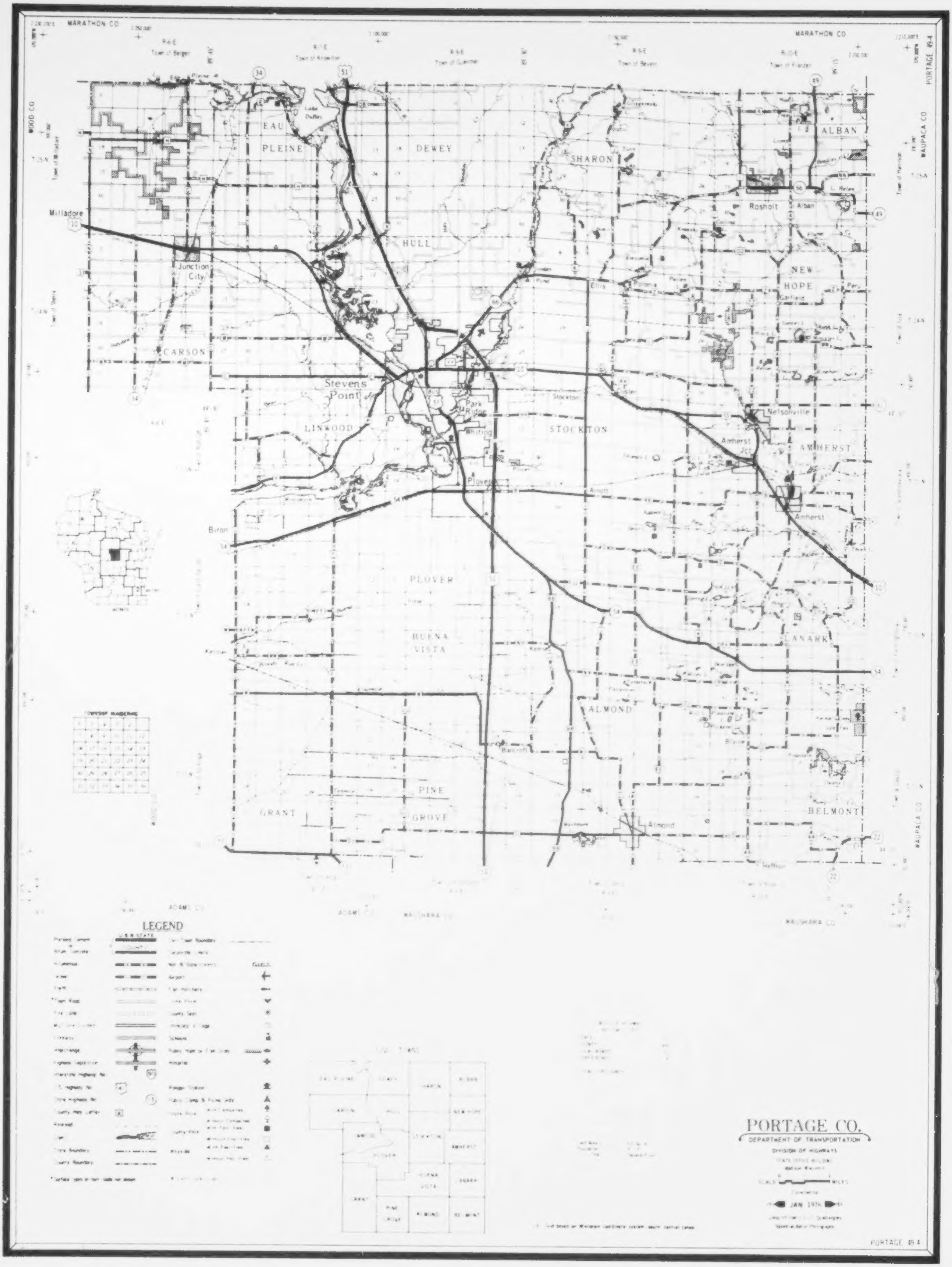
Hunting 11,074 acres

OF SPECIAL INTEREST George Mead Wildlife Area, McMillan House, Morgan House, Open Air Market

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


MARATHON CO.
WOOD CO.
WAUPACA CO.
ADAMS CO.
WAUSHARA CO.
PORTAGE 49-4
EAU PLEINE
DEWEY
SHARON
ALBAN
HULL
NEW HOPE
CARSON
LINWOOD
STOCKTON
AMHERST
PLOVER
BUENA VISTA
LANARK
ALMOND
GRANT
PINE GROVE
BELMONT
Milladore
Junction City
Stevens Point
Park Ridge
Whiting
Plover
Biron
Rosholt
Alban
Ellis
Stockton
Nelsonville
Amherst Jct.
Amherst
Arnott
Bancroft
Almond
Lake DuBay
LEGEND
PORTAGE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN 1976
PORTAGE 49-4

58703

PRICE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

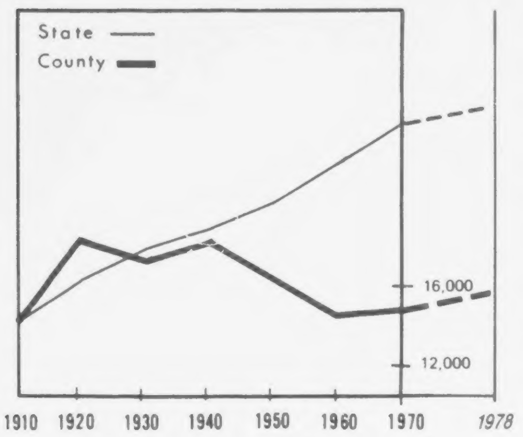
PRICE

The turnaround in population trends has occurred here also. Maybe the recreation orientation is great enough to explain part of it, but real job growth is evident. Manufacturing is the leading sector, with newer plants supplementing the older paper products and woodworking companies.

POPULATION

1978 population [a]	15,259	% of state	0.33
1970 population [b]	14,520	% of state	0.33
1970-78 change (%)	5.1	State change	5.3 %
Net migration, 1960-70	470 out-		
Density, 1978 12.0 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	2,672	2,375	36	37	33	34
18-44	1,747	1,819	24	33	26	34
45-64	1,781	1,745	24	20	24	20
65 & over	1,201	1,180	16	10	17	12
Total	7,401	7,119	100%		100%	

Median age 35.1; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,865; State $ 10,068

Income Groups:	County %	State %
Under $4,000	24	13
$10,000 & over	25	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 77,101; % of state 0.24

Per capita $ 4,953; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 21,998
Gov'nt, state & local	$ 5,851
Farm	$ 5,384

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[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,212	$ 202	348
Major Groups:			
Construction	115	$ 191	28
Manufacturing	1,799	$ 266	45
Transp., Util.	177	$ 237	27
Wholesale trade	71	$ 362	21
Retail trade	650	$ 119	107
Finance, Ins., etc.	115	$ 214	20
Services	529	$ 119	63
Government	721	$ 143	31

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	851	751	12.1	4.9
Nonfarm Proprietors	645	692	11.1	6.2
Wage & Salary Employment (major groups):				
Farm	169	203	3.3	2.1
Construction	W	104	1.7	3.4
Manufacturing	1,223	1,648	26.5	24.9
Transp., Util.	137	184	3.0	3.9
Wholesale trade	W	79	1.2	4.1
Retail trade	613	652	10.5	14.8
Finance, Ins., etc.	59	105	1.7	3.8
Services	443	622	10.0	15.9
Government	1,073	1,178	19.0	15.5
Total (Employment)	5,364	6,226	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	800	144,800
1977	810	145,800

% of land in farms, 1978	18	State 54%
Avg. size of farms, 1978	181 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	55 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 452	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 16,780	State avg. $ 32,493
Total ($1,000's)	$ 13,592	% of state 0.4

Major Groups	($1,000's)	% of State
Dairy products	$ 8,597	0.5
Meat animals	$ 1,139	0.2
Poultry & eggs	$ 594	0.5
Field crops	$ 141	0.05
All vegetables	$ 0	—
Specialty crops	$ 1,702	1.4

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 655,200

% of land area 81 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	34,262	138,193	310
Other softwoods	100,093	210,285	819
Oak	27,697	56,554	202
Maple (hard)	53,886	87,478	884
Aspen	101,578	114,290	7,973
Other hardwoods	182,293	287,295	2,549

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product	$ 102,000	% of state	0.08
Employment covered by U.C., 1977 (an avg.) [l] County	0	State	2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	228	1972	258
Sales ($1,000's): 1977	$ 39.748	% of state	0.27
1972	$ 23,577	% of state	0.25
Sales per capita, 1977: Co.	$ 2,615	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ W	—
Foods	$ 11,933	0.39
Automotive	$ 7,842	0.26
Gas stations	$ 4,038	0.32
Apparel	$ 1,081	0.19
Furnit., house equip.	$ 1,185	0.17
Eating & drinking places	$ 3,660	0.24
Drug stores	$ W	—
Miscellaneous	$ 2,752	0.20

WHOLESALE TRADE

No. of establishments: 1977	26	1972	39
Sales ($1,000's): 1977	$ 52,279	% of state	0.26
1972	$ 26,207	% of state	0.24

SERVICE INDUSTRIES

No. of establishments: 1977	161		
Total receipts, 1977 ($1,000's)	$ 4,206	% of state	0.16
Hotel, motels, recreation camps			
No. of establishments: 1977	34	1972	49
Receipts: ($1,000's) 1977	$ 988	% of state	0.36
1972	$ 759	% of state	0.44
Amusements, recreation services			
No. of establishments: 1977	14	1972	13
Receipts: ($1,000's) 1977	$ 409	% of state	0.15
1972	$ 282	% of state	0.16

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[m] U.S., Bureau of the Census

PRICE COUNTY — A DESCRIPTION

The population graph on page 1 practically recounts the history of this county. Logging and land clearing for farms came quite late in this part of Wisconsin, and these elements propelled growth to 1920. The 1920's saw shrinkage of farms and less work in the wood-working firms. Natives returned during the Depression. Then World War II set off forces that made other places more attractive. Now factory jobs are increasing, and many people like to retire in such areas.

Among the most heavily forested counties in Wisconsin's northland, Price County has an 81 percent forest cover, and an economy that is closely identified with the timber resources. A gently rolling glacial outwash is the characteristic feature of the landscape of this area. In the southeastern corner of the county, however, there are terminal moraines, with kettle holes, ridges, and rounded hills. Two hills east of Ogema, Tim's Hill (1,952.9 feet) and Pearson Hill (1,950.4 feet) are said to be the highest points in Wisconsin. County lakes lie mainly in the central and northern areas. Most of the southern half of the county has the same general soil type as the central Wisconsin dairy belt. Cropland acreage is chiefly in this section, but the sandier soils of the northern part of the county are easier to work.

Price County's hardboard plant, at Phillips, is a leading employer. The producer of hydraulic woodloading (etc.) machinery was developed by a native, and has been sold to a larger company. It is very important for this region. A plastics operation has undergone substantial growth.

The 1968 forest inventory shows almost half a billion cubic feet of growing stock in Price County—probably second in the state to Bayfield. Principal species include aspen, hard maple, spruce, balsam, hemlock, pine, basswood, and ash—a wide variety which reflects the differing soil types. The county is also near the top in sawtimber volume.

The tourist business provides a significant (but unknown) amount of income. However, receipts from this source are modest by comparison with those in such leading vacation area as Vilas, Oneida, and Sawyer counties. Cottages have been built in substantial numbers in the last couple of decades, and the housing section implies a fair volume of such building in the mid-1970's. Probably the lakes and streams are attracting a number of retirees.

After one of the heaviest population losses experienced by any Wisconsin county during the 1950's, Price turned around and grew slightly in the 1960's. The 1978 estimate is up from 1970, and implies some in-migration. Price County residents are considerably older, on the average, than are Wisconsin residents as a whole. The big deficit shown in the age group 18 to 44 is a clear indication of the toll that out-migration has taken among the young adults.

The low population density of 12 persons per square mile reflects the relatively small amount of land in farms and the large acreage in forest. However, Price has a significantly large number of jobs in its factories. Almost 27 percent of the jobs in the county in 1977 were in manufacturing—noteworthy for this part of Wisconsin.

Much of the land clearing for agriculture in this region turned out to be unwise. After several decades of shrinkage, the land in farms seems to be stabilizing. Sales per farm are about half the state average and dairy products are the principal source of farm income.

Incomes in the county are about average for northern and western Wisconsin counties, but substantially below the statewide level. The number with incomes below $4,000 in 1969 was quite large. It is estimated that Price had .24 percent of the state's personal income in 1977, while it had .33 percent of the state's population.

Retail trade volume is average in relation to buying income. The 1977 Census of Retail Trade reported sales of $39,748,000 which was .27 percent of the state total. Strong groups included gas stations and food.

Price was one of the last Wisconsin counties to be settled. It was entered by lumbermen before it was formed in 1897. William T. Price was head of the state senate at that time. The Wisconsin Central Railway (now Soo Line) had reached the area by 1873, and this development helped to encourage lumbering. There were some sizable pineries. Phillips, the county seat, was platted by the Wisconsin Central. Farm settlers, including Swedes, had come to the southern part of the county by the early 1880's, and developed general farming. By the turn of the century a shift to dairying was underway. Many eastern Europeans came to the county.

Major Price County communities are served by the Soo Line, which has both north-south and east-west branches. State highway 13 (north-south) carries a substantial volume of commercial traffic, and also a fair volume of tourist travel in the summer months. Scheduled air service is some distance away, at Rhinelander and Hayward.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	47	47	42
Employees (1,000's)	1.1	1.6	1.2
% of state	0.20	0.32	0.23
Total payroll ($ millions)	$ 11.4	$ 11.9	$ 7.1
% of state	0.15	0.25	0.20
Avg. earnings/hr., prod. workers	$ 4.87	$ 3.19	$ 2.17
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 29.6	$ 25.7	$ 18.0
% of state	0.18	0.27	0.26
New mfg. capital expenditures ($ millions)	$ 3.0	$ 2.2	$ 3.4
% of state	0.25	0.41	0.67
Value of shipments ($ millions)	$ 65.1	$ 50.7	$ 31.1
% of state	0.17	0.24	0.20

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	1	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	20	4	0	0	0
Paper, paper prods.	0	0	0	0	1
Chemicals, petrol., rubber & plastics	0	0	0	0	1
Metalworking, mach., transport. equip.	4	1	2	1	0
Printing & publishing	2	2	0	0	0
All other types	3	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 114 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Flambeau Paper Co.	Park Falls	Pulp and paper products	600-649
Phillips Plastics Corp.	Phillips	Custom injection moldings, plastic products	250-299
Omark Ind., Inc.	Prentice	Hydraulic loaders and cranes	150-199
Boise Cascade Corp.	Phillips	Hardboard	100-149
Marquip Inc.	Phillips	Flat sheet automation equipment	70-99
Philips Plating Corp.	Phillips	Electro plating, decorative finishes	50-69
St. Croix of Park Falls Ltd.	Park Falls	Fiberglass products (fishing rods, etc.)	50-69
La Font Corp.	Prentice	Miscellaneous equipment (machinery)	30-49
Larson Pallet Co. Inc.	Ogema	Pallets, hardwood lumber	30-49
Gustafson Logging	Knox (Tn)	Logging	20-29

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Park Manor	Park Falls	Nursing home	100-149
Flambeau Medical Center Inc.	Park Falls	Hospital	100-149
Pleasant View Nursing Home	Phillips	Nursing home	50-69
Phillips IGA Foodliner Inc.	Phillips	Grocer	30-49
Murphy Clinic Ltd.	Park Falls	Medical services	20-29

MANUFACTURING — ANALYSIS

Industrial news is sometimes bad as well as good in a northern county such as this. Most of recent news has been good. The March 1979 (latest data available) job figure was 1,815, but this may be subject to revision (downward). Growth of Phillips Plastic Corporation largely accounts for the good news. In Omark, the county has one of the north's most sophisticated industries.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 3,989	% of state	0.27
Per capita [r]	$ 262	State avg.	$ 320
Full value rate [s]	$ 19.23	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 229	% of state	0.31
Per capita [r]	$ 15,100	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 11,602	% of state	0.33

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,329	0.21
Corporate income	$ 769	0.29
Sales and use	$ 1,985	0.28

State Shared Taxes	($1,000's)	% of state
Total	$ 847	0.28
State Aids		
Payment to school districts	$ 2,406	0.38
Health & social services (co. govt. only)	$ 1,267	0.30
Transportation	$ 1,038	0.86

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Catawba, vil.	215	197	-8.4
Kennan, vil.	167	185	10.8
Prentice, vil.	519	598	15.2
Park Falls, city	2,953	3,045	3.1
Phillips, city	1,511	1,580	4.6

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 649 % of state 0.47

Valuation per unit, 1978:

$ 35,589 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 24,981 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	110	15,770	0.44
Manufacturing	28	4,594	0.49
Commercial	16	1,269	0.16
Amusement & recreation	1	41	0.03
Hotels, motels, etc.	6	342	0.69

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 821,120; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 13,438; Total number of lakes 390; Lakes with public access 82

Total public land designated for recreation use 262,317 acres: Federal- 145,946 acres; State- 28,081 acres; County- 86,526 acres; Other public areas [y] 1,764 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 4, 100; Canoe pick-up services 3

Swimming [z] 41 areas

Fishing: Sample of fish caught—Panfish, muskellunge, northern, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 283 sites

Major hiking trails 43 miles

Bicycling trails 11 miles

Snowmobiling trails open to public use 205 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 5 areas, 40 miles

Hunting 299,887 acres

OF SPECIAL INTEREST Big Elk River Canoe Trail, Chequamegon National Forest, Flambeau River State Forest, South Fork Flambeau River Canoe Trail

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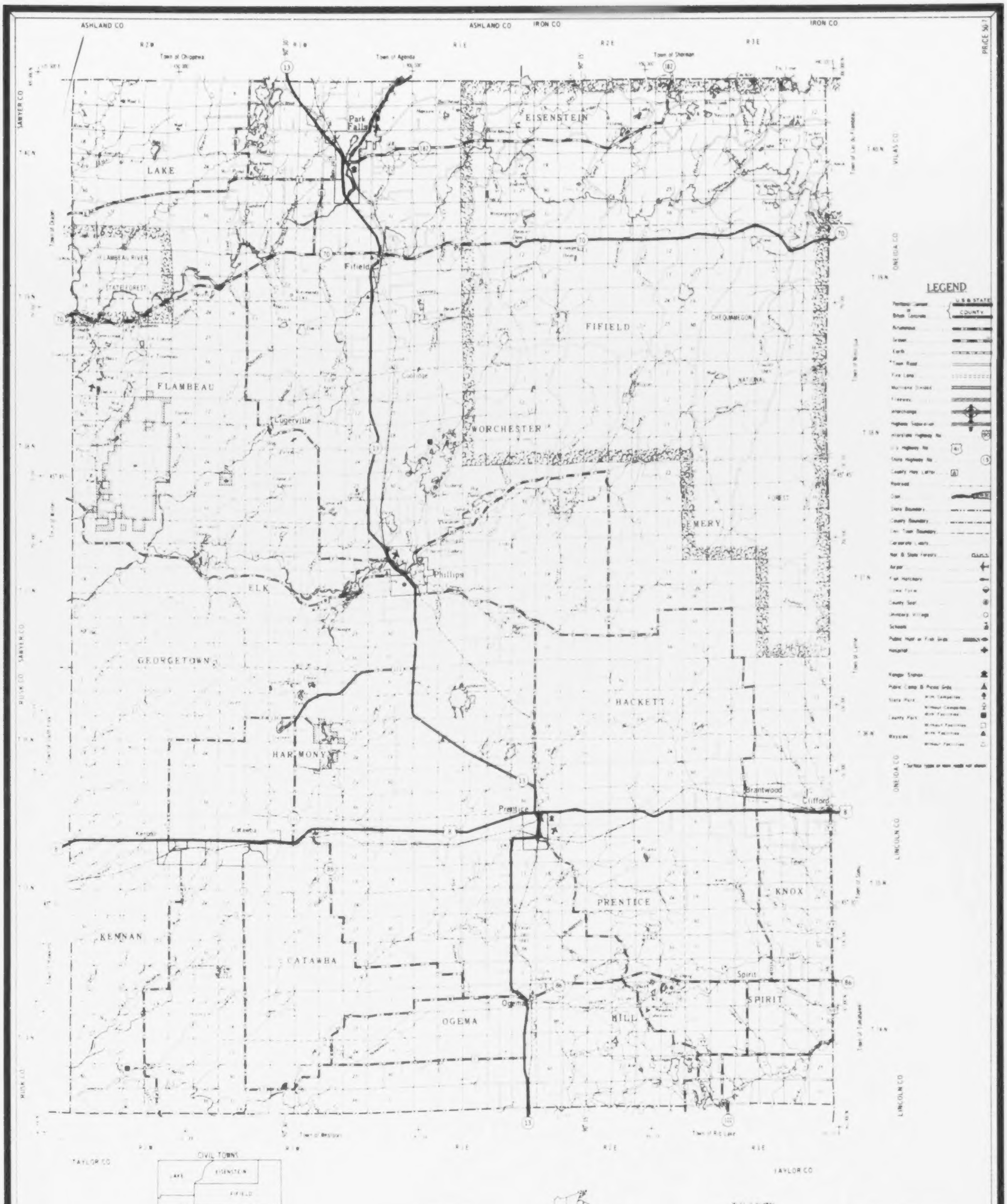
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


PRICE CO.
STATE HIGHWAY COMMISSION OF WISCONSIN
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
PRICE 50.7
LEGEND
ASHLAND CO.
IRON CO.
VILAS CO.
ONEIDA CO.
LINCOLN CO.
TAYLOR CO.
SAWYER CO.
RUSK CO.
Town of Chippewa
Town of Agenda
Town of Sherman
Town of Westboro
Town of Rib Lake
R 2 W
R 1 W
R 1 E
R 2 E
R 3 E
LAKE
EISENSTEIN
Park Falls
FLAMBEAU RIVER
STATE FOREST
Fifield
FIFIELD
CHEQUAMEGON
FLAMBEAU
Lugerville
WORCHESTER
MERY
Phillips
ELK
GEORGETOWN
HACKETT
HARMONY
Brantwood
Clifford
Prentice
Kennan
Catawba
KNOX
PRENTICE
KENNAN
CATAWBA
Spirit
SPIRIT
Ogema
OGEMA
HILL
13
70
182
8
86
102
CIVIL TOWNS
TOWNSHIP NUMBERING

S 8703

RACINE COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

RACINE

It would seem that the job growth evident in the county would generate a greater amount of population growth than herein indicated. The 1980 census will answer this. The county is third in industrial jobs. Heavy machinery is predominant, as in neighboring Milwaukee. Yet, there are big companies in consumer's goods.

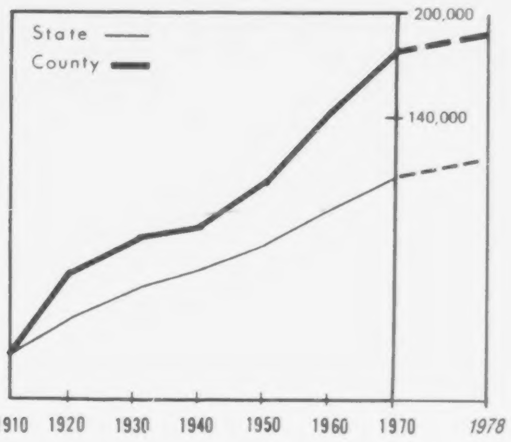
POPULATION

1978 population [a]	177,337	% of state	3.81
1970 population [b]	170,838	% of state	3.87
1970-78 change (%)	3.8	State change	5.3 %

Net migration, 1960-70 8,537 in-

Density, 1978 526.2 per sq. mi.; State average 85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	33,596	32,426	40	37	37	34
18-44	27,738	29,535	33	33	34	34
45-64	15,624	16,478	19	20	19	20
65 & over	6,552	8,889	8	10	10	12
Total	83,510	87,328	100%		100%	

Median age 26.0; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,968; State $ 10,068

Income Groups:	County %	State %
Under $4,000	9	13
$10,000 & over	58	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $1,300,924; % of state 4.07

Per capita $ 7,358; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 495,835
Services	$ 119,049
Gov'nt: state & local	$ 95,816

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	67,303	$ 244	3,027
Major Groups:			
Construction	2,677	$ 335	387
Manufacturing	30,735	$ 307	362
Transp., Util.	1,640	$ 249	94
Wholesale trade	2,358	$ 284	167
Retail trade	10,426	$ 128	869
Finance, Ins., etc.	2,167	$ 186	244
Services	9,769	$ 172	792
Government	6,948	$ 218	53

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,155	1,035	1.4	4.9
Nonfarm Proprietors	3,676	3,983	5.2	6.2
Wage & Salary Employment (major groups):				
Farm	893	1,250	1.6	2.1
Construction	2,151	2,203	2.9	3.4
Manufacturing	23,375	28,716	37.6	24.9
Transp., Util.	2,087	2,242	2.9	3.9
Wholesale trade	1,733	2,575	3.4	4.1
Retail trade	8,353	10,257	13.4	14.8
Finance, Ins., etc.	1,559	2,058	2.7	3.8
Services	8,746	11,505	15.1	15.9
Government	9,593	10,266	13.5	15.5
Total (Employment)	63,501	76,270	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	790	141,000
1977	790	141,000

% of land in farms, 1978	65	State 54 %
Avg. size of farms, 1978	178 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	121 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,573	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 62,300	State avg. $ 32,493
Total ($1,000's)	$ 49,217	% of state 1.6

Major Groups	($1,000's)	% of State
Dairy products	$ 8,101	0.4
Meat animals	$ 2,986	0.6
Poultry & eggs	$ 18,613	15.9
Field crops	$ 8,931	3.1
All vegetables	$ 5,425	3.0
Specialty crops	$ 4,322	3.6

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres)	15,200	
% of land area	7	State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		0
Other softwoods	933	1,935	0
Oak	2,465	9,260	22
Maple (hard)	1,098	3,111	0
Aspen	1,043	805	0
Other hardwoods	6,967	18,797	6

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product	$ 2,659,000	% of state	1.97

Employment covered by U.C., 1977 (an avg.) [l]

County	30	State	2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	1,321	1972	1,466
Sales ($1,000's): 1977	$ 531,580	% of state	3.55
1972	$ 326,057	% of state	3.51
Sales per capita, 1977: Co.	$ 2,984	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 30,939	3.14
Gen. merchandise	$ 66,433	3.45
Foods	$ 129,512	4.22
Automotive	$ 103,671	3.43
Gas stations	$ 45,607	3.65
Apparel	$ 14,651	2.61
Furnit., house equip.	$ 27,800	4.09
Eating & drinking places	$ 48,821	3.22
Drug stores	$ 14,355	3.76
Miscellaneous	$ 49,791	3.33

WHOLESALE TRADE

No. of establishments: 1977	188	1972	199
Sales ($1,000's): 1977	$ 573,371	% of state	2.92
1972	$ 308,750	% of state	2.85

SERVICE INDUSTRIES

No. of establishments: 1977	1,114		
Total receipts, 1977 ($1,000's)	$ 77,228	% of state	2.99
Hotel, motels, recreation camps			
No. of establishments: 1977	25	1972	32
Receipts: ($1,000's) 1977	$ 5,851	% of state	2.12
1972	$ 3,724	% of state	2.16
Amusements, recreation services			
No. of establishments: 1977	133	1972	99
Receipts: ($1,000's) 1977	$ 8,662	% of state	3.19
1972	$ 6,337	% of state	3.60

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[m] U.S., Bureau of the Census

RACINE COUNTY — A DESCRIPTION

State and federal demographers agree that the county is growing, but not very fast. The natural increase (births over deaths) is quite large in the county, because of the large number of young families. Demographers, however, are saying that part of the natural increase is being lost because more people are moving away than moving in. Just looking at the strong economic growth picture, one might guess that population would be increasing faster.

Racine is one of the most industrialized counties in Wisconsin. The extent of urbanization is shown by its population density of 526 persons per square mile, which compares with a state average of 85 persons. The 1970 population was 170,838, representing a growth of 20.5 percent for the decade. The median age of the population at 26 years is lower than the state median. An estimated 8,500 persons moved into the county betwen the last two federal censuses, on a net basis. If demographers are right, some out-migration is occurring this decade.

Incomes are relatively high, as indicated by the small proportion of families in the levels below $4,000 per year and by the relatively high proportion in the upper level. Retail sales in 1977 represented 3.55 percent of the state's total sales. The county has 3.81 percent of the state's population, so sales per capita are below the state average. This shows competition from Milwaukee, and perhaps Chicago. Wholesale trade seems to be growing faster than it is statewide.

The reputation of the Racine area as good farming country was established early. The prairie land was easy to clear and cultivate, and wheat was the most common crop until the 1860-70 decade, when dairying replaced it in importance. As urbanization progressed, the amount of land devoted to agriculture decreased; in Racine County the percentage has fallen to 65 percent. The number of farms has continued to decline but at a slower rate in recent years, while average farm size rose to 178 acres in 1978. Sales per farm in 1977 averaged $62,000 compared with a state average of $32,000. Note also the relatively large receipts from vegetables, specialty crops and field crops.

Only about 3 percent of Racine County's jobs are provided by agriculture. Manufacturing (37 percent) is the chief place to look for jobs. White collar jobs are comparatively smaller in number, taking the state as a basis for comparison. This indicates that the firms and households of the area purchase goods and services outside the county to some degree.

Racine County is part of the southeastern Wisconsin industrial complex. It is characterized by diversity in the types of manufacturing represented. The largest employer is a manufacturer of construction and farm machinery, but other important firms are in such diverse fields as book publishing, wax products, automotive equipment, and heating equipment. The Racine area has become very closely integrated with the Kenosha and Milwaukee labor markets, adding to the diversity of job opportunities.

Racine County has had rather wide swings in industrial output. There was distinct weakness in the early 1960's, then a major boom in the latter part of the decade. After weakness in the early 1970's, another peak was reached before the national recession (1974-5). The county weathered that recession quite well, and has reached new peaks lately.

UW-Parkside, a four-year institution, is only a few miles southwest of the city of Racine, across the Kenosha County border

The county's forest resources are minor. Mineral resources are of some importance

Racine County's geographic position is strong. It lies between Chicago and Milwaukee and their enormous markets. It has ready access to Milwaukee's well-equipped seaway port, and the city of Racine has its own seaway port, which receives mostly coal for local industries. Rail service is offered by the Milwaukee Road, the Chicago & North Western, and the Soo Line. The county is traversed north-south by the interstate highway linking Chicago and Milwaukee. Mitchell Field, nearby, offers excellent air service.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	405	376	330
Employees (1,000's)	27.1	26.0	26.2
% of state	5.00	5.19	5.11
Total payroll ($ millions)	$ 385.7	$ 252.5	$ 119.3
% of state	5.21	5.34	5.57
Avg. earnings/hr., prod. workers	$ 6.24	$ 4.49	$ 3.30
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 990.3	$ 589.5	$ 425.0
% of state	5.91	6.24	6.06
New mfg. capital expenditures ($ millions)	$ 55.5	$ 24.7	$ 29.8
% of state	4.67	4.62	5.88
Value of shipments ($ millions)	$1,758.0	$1,019.3	$ 726.4
% of state	4.50	4.79	4.70

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	8	4	3	0	1
Textiles, apparel, leather	3	2	1	0	1
Wood products, furniture	19	1	0	1	0
Paper, paper prods.	1	1	1	1	0
Chemicals, petrol., rubber & plastics	16	7	3	4	1
Metalworking, mach., transport. equip.	124	51	16	25	13
Printing & publishing	23	3	2	2	1
All other types	23	2	0	4	1

Factory jobs per 1,000 population, June, 1978

County 173 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
J. I. Case Co.	Racine	Construction and farm mach., esp. tractors	5,100-5,199
S. C. Johnson & Son, Inc.	Racine	Wax polishes and cleaners, etc.	2,800-2,899
Western Publishing Co., Inc.	Racine	Printing and publishing	1,400-1,499
Twin Disc, Inc.	Racine	Power transmission, conversion equip.	1,400-1,499
Racine Steel Castings (Evans)	Racine	Alloy, steel castings	1,100-1,199
Emerson Electric Co.	Racine	Garbage disposals and power hand tools	1,000-1,099
Jacobsen Mfg. Co. (Textron)	Racine	Lawn and garden equipment	950-999
The Nestle Co., Inc.	Burlington	Chocolate bars, etc.	700-749
Walker Mfg. Co. (Tenneco)	Racine	Auto exhaust systems, etc.	650-699
Young Radiator Co.	Racine	Engine cooling systems, heat exchangers	650-699

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
So. Wis. Center for Dev. Disabled	Union Grove	Institutional care	1,100-1,199
St. Mary's Hospital-Medical Center	Racine	Hospital	850-899
St. Luke's Memorial Hospital	Racine	Hospital	800-849
Massey-Ferguson Inc.	Racine	Parts depot—farm, garden equip.	450-499
Lincoln Lutheran of Racine	Racine	Nursing, personal care facility	400-499

MANUFACTURING — ANALYSIS

This county now ranks third in industrial jobs, behind Milwaukee and recently behind Waukesha. Employment used to fluctuate considerably with the business cycle, but in the latest cycle, the loss in 1974-5 was not very great. The March 1979 figure (latest data available), 31,300, was probably the highest employment ever. While machinery is predominant in this county, like it is in neighboring Milwaukee, there's a considerable variety of consumer goods. Sizable expansion plans have been announced by most of the large companies. Almost all of the large companies have been around for many years. They attract many sophisticated supporting industries and services.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 49,478	% of state	3.34
Per capita [r]	$ 278	State avg.	$ 320
Full value rate [s]	$ 21.58	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 2,610	% of state	3.55
Per capita [r]	$ 14,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$176,164	% of state	4.95

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 49,760	4.44
Corporate income	$ 10,897	4.12
Sales and use	$ 28,543	4.02

State Shared Taxes	($1,000's)	% of state
Total	$ 11,460	3.77
State Aids		
Payment to school districts	$ 26,673	4.24
Health & social services (co. govt. only)	$ 18,614	4.34
Transportation	$ 2,253	1.86

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Elmwood Park, vil.	456	411	-9.9
North Bay, vil.	263	220	-16.3
Rochester, vil.	436	660	51.4
Sturtevant, vil.	3,376	4,534	34.3
Union Grove, vil.	2,703	3,308	22.4
Waterford, vil.	1,922	2,361	22.8
Wind Point, vil.	1,251	1,517	21.3
Burlington, city	7,479	9,072	21.3
Racine, city	95,162	92,988	-2.3

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 3,277 % of state 2.40

Valuation per unit, 1978:

$ 51,917 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 46,371 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	676	105,838	2.98
Manufacturing	130	32,324	3.43
Commercial	165	17,805	2.30
Amusement & recreation	22	5,982	5.05
Hotels, motels, etc.	1	74	0.15

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 219,500; **Great Lakes/Mississippi shoreline** 13 miles.

Acreage of named lakes 3,730; **Total number of lakes** 18; **Lakes with public access** 12

Total public land designated for recreation use 5,531 acres; **Federal-** 0 acres; **State-** 2,778 acres; **County-** 853 acres; **Other public areas** [y] 1,900 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 16; **Canoe pick-up services** 12

Swimming [z] 15 areas

Fishing: Sample of fish caught—Panfish, bass, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 9 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 502 sites

Major hiking trails 0 miles

Bicycling trails 104 miles

Snowmobiling trails open to public use 22 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

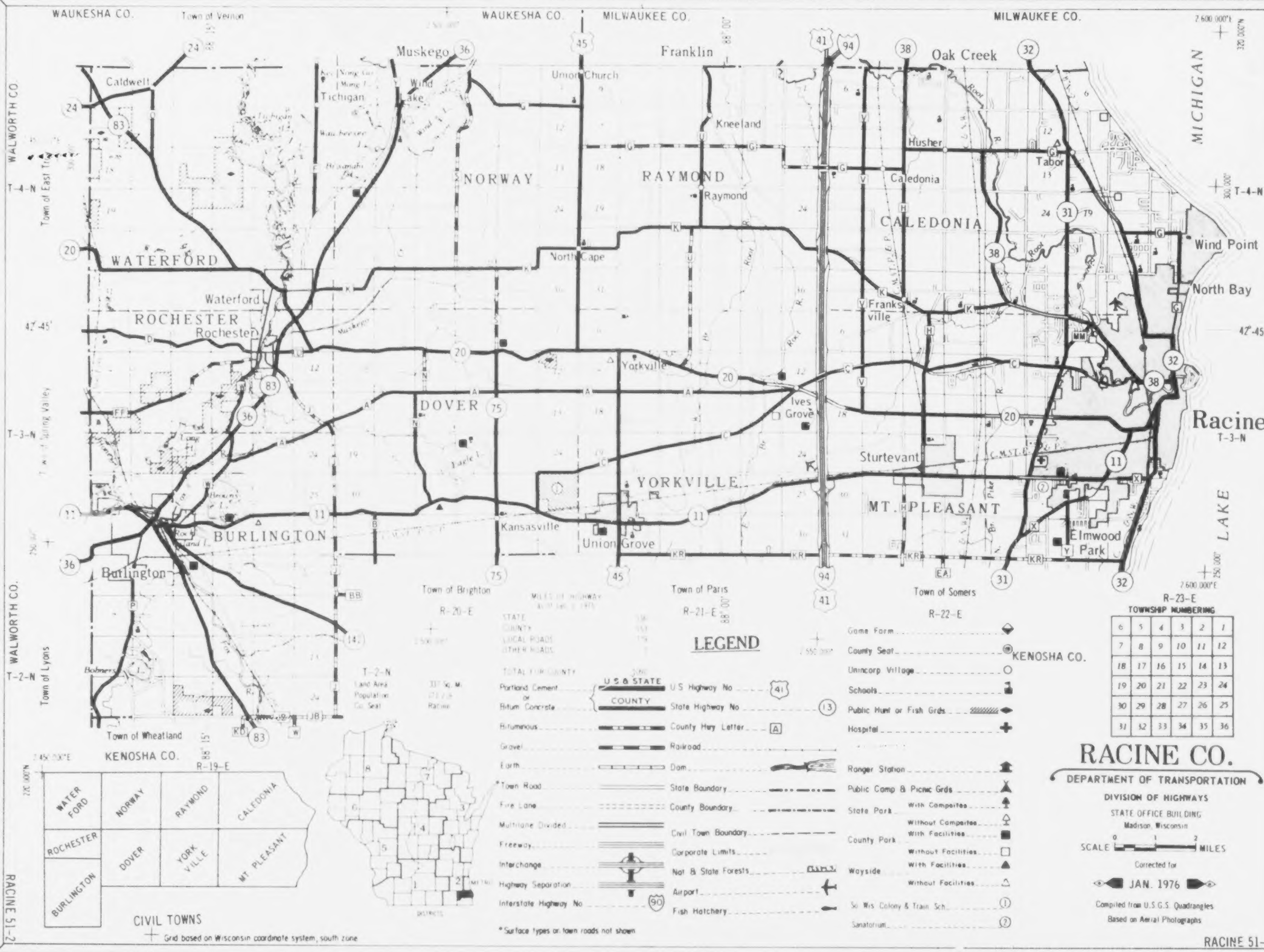
Hunting 2,422 acres

OF SPECIAL INTEREST Burlington Historical Museum, Heg Memorial Park, Pioneer Log Cabin, Racine County Historical Museum

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


RACINE CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
RACINE 51-2
WAUKESHA CO.
MILWAUKEE CO.
WALWORTH CO.
KENOSHA CO.
MICHIGAN
LAKE
Town of Vernon
Town of East Troy
Town of Spring Valley
Town of Lyons
Town of Wheatland
Town of Brighton
Town of Paris
Town of Somers
T-4-N
T-3-N
T-2-N
R-19-E
R-20-E
R-21-E
R-22-E
R-23-E
42°45'
88°00'
88°15'
2 600 000'E
320 000'N
300 000'
250 000'
WATERFORD
ROCHESTER
BURLINGTON
NORWAY
DOVER
RAYMOND
YORKVILLE
CALEDONIA
MT. PLEASANT
Caldwell
Tichigan
Muskego
Wind Lake
Union Church
Franklin
Kneeland
Raymond
North Cape
Oak Creek
Husher
Caledonia
Tabor
Wind Point
North Bay
Franksville
Racine
Waterford
Rochester
Yorkville
Ives Grove
Sturtevant
Elmwood Park
Kansasville
Union Grove
Burlington
Bohners L.
Eagle L.
Browns L.
MILES OF HIGHWAY
TOTAL FOR COUNTY
LEGEND
U S & STATE
COUNTY
Portland Cement or Bitum Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No
*Surface types on town roads not shown
U S Highway No
State Highway No
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp Village
Schools
Public Hunt or Fish Grds
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park With Campsites
Without Campsites
County Park With Facilities
Without Facilities
Wayside With Facilities
Without Facilities
So Wis Colony & Train Sch
Sanatorium
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
CIVIL TOWNS
WATER FORD
NORWAY
RAYMOND
CALEDONIA
ROCHESTER
DOVER
YORK VILLE
MT PLEASANT
BURLINGTON
Grid based on Wisconsin coordinate system, south zone
DISTRICTS
T-2-N
Land Area
Population
Co. Seat
Racine

S2703

RICHLAND COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

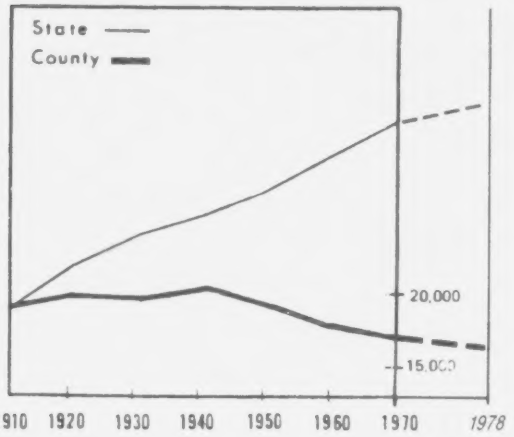
RICHLAND

If demographers are right, this county has lost population since 1970. The industrial base has grown quite a bit. Farming (largely dairying) is still the largest economic sector in this hilly, scenic area.

POPULATION

1978 population [a]	16,783	% of state	0.36
1970 population [b]	17,079	% of state	0.39
1970-78 change (%)	-1.7	State change	5.3 %
Net migration, 1960-70	2,637 out-		
Density, 1978 28.7 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	3,116	2,962	37	37	34	34
18-44	2,401	2,435	29	33	28	34
45-64	1,863	1,913	22	20	22	20
65 & over	1,051	1,338	12	10	16	12
Total	8,431		100%		100%	

Median age 30.7; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,373; State $ 10,068

Income Groups:	County %	State %
Under $4,000	27	13
$10,000 & over	30	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 89,476; % of state 0.28

Per capita $ 5,453; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 14,943
Manufacturing	$ 10,098
Gov'nt: state & local	$ 7,153

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	3,916	$ 164	349
Major Groups:			
Construction	174	$ 185	41
Manufacturing	958	$ 184	33
Transp., Util.	115	$ 216	17
Wholesale trade	223	$ 163	29
Retail trade	765	$ 107	105
Finance, Ins., etc.	142	$ 182	21
Services	522	$ 161	62
Government	928	$ 189	30

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,773	1,599	22.9	4.9
Nonfarm Proprietors	624	656	9.4	6.2
Wage & Salary Employment (major groups):				
Farm	374	472	6.7	2.1
Construction	129	155	2.2	3.4
Manufacturing	705	980	14.0	24.9
Transp., Util.	98	129	1.8	3.9
Wholesale trade	122	258	3.7	4.1
Retail trade	736	771	11.0	14.8
Finance, Ins., etc.	120	134	1.9	3.8
Services	638	751	10.7	15.9
Government	1,044	1,058	15.1	15.5
Total (Employment)	6,365	6,995	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,520	332,700
1977	1,530	334,400

% of land in farms, 1978	89	State 54 %
Avg. size of farms, 1978	219 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	90 ac.	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 554	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 27,958	State avg. $ 32,493
Total ($1,000's)	$ 42,775	% of state 1.4

Major Groups	($1,000's)	% of State
Dairy products	$ 26,968	1.4
Meat animals	$ 8,024	1.6
Poultry & eggs	$ 1,639	1.4
Field crops	$ 2,601	0.9
All vegetables	$ 286	0.2
Specialty crops	$ 2,971	2.5

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 104,200

% of land area 28 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		23
Other softwoods	1,438	3,632	0
Oak	40,100	139,349	855
Maple (hard)	5,388	16,813	173
Aspen	8,177	14,728	8
Other hardwoods	28,921	60,768	248

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ W % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 6 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	163	1972	175
Sales ($1,000's): 1977	$ 37,878	% of state	0.25
1972	$ 29,963	% of state	0.32
Sales per capita, 1977: Co.	$ 2,263	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 3,973	0.40
Gen. merchandise	$ 2,320	0.12
Foods	$ 6,690	0.23
Automotive	$ 9,478	0.30
Gas stations	$ 2,897	0.23
Apparel	$ 3,262	0.58
Furnit., house equip.	$ 2,022	0.30
Eating & drinking places	$ 2,906	0.19
Drug stores	$ 898	0.24
Miscellaneous	$ 3,412	0.20

WHOLESALE TRADE

No. of establishments: 1977	32	1972	38
Sales ($1,000's): 1977	$ 58,371	% of state	0.30
1972	$ 38,590	% of state	0.36

SERVICE INDUSTRIES

No. of establishments: 1977	126		
Total receipts, 1977 ($1,000's)	$ 3,985	% of state	0.16
Hotel, motels, recreation camps			
No. of establishments: 1977	6	1972	9
Receipts: ($1,000's) 1977	$ 131	% of state	0.05
1972	$ 160	% of state	0.09
Amusements, recreation services			
No. of establishments: 1977	11	1972	8
Receipts. ($1,000's) 1977	$ 193	% of state	0.07
1972	$ 323	% of state	0.18

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[m] U.S., Bureau of the Census

RICHLAND COUNTY — A DESCRIPTION

State and federal demographers agree that the county has lost population since 1970. This is a little unusual for Wisconsin counties. The economy seems to have grown—factory jobs, at least.

Richland County is one of the more agricultural-type of Wisconsin's 72 counties, like the other counties in the hilly upland section of southwestern Wisconsin. Farming was the largest income source in 1977. A large proportion of the land is in farms, and dairying is the chief source of income. There is a fair amount of cropland on the gently rolling ridge tops and in the valleys, including the bottoms along the Wisconsin River. Streams have dissected the limestone bedrock of this part of Wisconsin and left a scenic, hilly landscape.

The county seat and largest community, Richland Center, is about 61 miles northwest of Madison. It has a branch campus (2-year) of U.W. Although Richland Center grew by about 340 during the last decade, the county as a whole lost about 600 persons in that period. The population peak was experienced before World War II. The 1970 density is 29 persons per square mile, which is typical of an agricultural area.

Richland County residents have an age pattern unlike the state's, but like those of similarly situated counties, which is briefly this: relatively more old people and fewer persons in the late teens to middle-aged group. Out-migration takes its toll largely from the youths. Over 4,000 more residents left the county between 1950 and 1960 than moved into it, but this was reduced to 2,600 in the 1960's. The population estimate for 1978 (page 1) implies continuing out-migration, but in lesser amount.

Income levels are considerably below the state average, but not unlike those in the agricultural sections. The county's approximately .36 percent of the state's population was estimated to have .28 percent of the state's 1977 personal income. Retail sales in 1977 were about .25 percent of Wisconsin's. It would appear that Richland Center has relatively strong drawing power from outside the county for apparel. The lumber (etc.) group was also strong.

Almost 29 percent of the labor force at work in the county is claimed by agriculture. Manufacturing provided 14 percent of local jobs in 1977.

The percentage of land area in farms is higher than average for this section. Farms are fewer, but larger, than in earlier years. Cropland per farm has been increasing, but it is still not a large amount. Dairying is the largest source of income, but beef is becoming more important than it was. Average sales per farm are below the state average. Some apple orchards have been developed.

Twenty-eight percent of the land area of Richland County is considered to have a forest cover. The leading species are red oak, white oak, and elm. There is considerable hard maple. Mineral production reported consists of crushed limestone and sand and gravel.

Richland County's factory employment has increased in recent years. Milk products plants are the most numerous type of establishment, followed by logging and woodworking operations. One metalworking plant has been in operation for a number of years, and a foundry was obtained more recently. A maker of apparel began operations in Richland Center in 1961. The Allen-Bradley plant accounts for most of the higher job level in recent years.

Richland County was created from parts of Sauk and Crawford counties in 1842. The early settlers chose the name to indicate the character of the soil. The 1850's were the decade of rapid settlement. Farming more or less preceded lumbering in the county, but the railroads, coming about 1875-1880, gave a strong impetus to lumbering. After a period of general farming, there was a concentration on wheat raising, then a transformation to a basically dairying economy. Specialty crops of early years included hops and ginseng. The county has a distinctly native-born makeup. Of the relatively few foreign-born counted in 1905, the Germans were the most numerous.

Richland County is served by the Milwaukee Road. The principal highway through the county is U.S. 14. State Highway 60 along the Wisconsin River is a particularly scenic route. Scheduled flights are available at Madison or La Crosse.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	31	31	42
Employees (1,000's)	1.0	.7	.6
% of state	0.18	0.14	0.12
Total payroll ($ millions)	$ 8.5	$ 4.1	$ 3.4
% of state	0.11	0.09	0.10
Avg. earnings/hr., prod. workers	$ 3.50	$ 2.67	$ 2.27
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 30.7	$ 12.8	$ 8.0
% of state	0.18	0.14	0.11
New mfg. capital expenditures ($ millions)	$ .8	$ .4	$ .4
% of state	0.07	0.07	0.08
Value of shipments ($ millions)	$ 95.0	$ 47.8	$ 20.6
% of state	0.24	0.22	0.13

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	13	1	1	0	0
Textiles, apparel, leather	0	0	0	1	0
Wood products, furniture	4	2	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	2	0	1	2	0
Printing & publishing	1	2	0	0	0
All other types	3	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 57 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Allen-Bradley Co.	Richland Center	Electrical controls	250-299
O'Bryan Brothers Inc.	Richland Center	Lingerie	200-249
Richland Center Foundry Co.	Richland Center	Castings	150-199
Mercury Industries, Inc.	Richland Center	Shaded pole motors	100-149
Richland Industries, Inc.	Richland Center	Engine sleeve sets, etc.	50-69
Wisconsin Dairies Coop.	Richland Center	Fluid milk	40-49
Richland Building Systems, Inc.	Richland Center	Metal, wood farm buildings	20-29
Richland Center Shopping (News)	Richland Center	Shopping news, printing	20-29
Owen Smith, Inc.	Richland Center	Wood products	20-29
Idle Tyme Co.	Sextonville	Timing devices	20-29

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
The Richland Hospital	Richland Center	Hospital	150-199
Burnstads, Inc.	Richland Center	Grocers	30-49
Richland Medical Center, Ltd.	Richland Center	Clinic	30-49
A. H. Krauskop & Co.	Richland Center	Lumber, building materials dealer	30-49
Schmitt Woodland Hills, Inc.	Richland Center	Residential care	30-49

MANUFACTURING — ANALYSIS

The county has obtained several hundred new jobs in the last decade or so. The Allen-Bradley plant is a major factor here. The March 1979 figures (latest available) show about 960 jobs. There were times in the 1970's when the number was probably a little higher. The Mercury Industries plant came in 1976. There's been very little plant expansion since then.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,840	% of state	0.33
Per capita [r]	$ 289	State avg.	$ 320
Full value rate [s]	$ 19.26	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 285	% of state	0.39
Per capita [r]	$ 17,000	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 8,320	% of state	0.32

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,480	0.22
Corporate income	$ 669	0.25
Sales and use	$ 2,200	0.31

State Shared Taxes	($1,000's)	% of state
Total	$ 957	0.31
State Aids		
Payment to school districts	$ 2,900	0.46
Health & social services (co. govt. only)	$ 1,365	0.32
Transportation	$ 851	0.70

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Boaz, vil.	126	145	15.1
Cazenovia, vil.*	335	301	-10.1
Lone Rock, vil.	506	611	20.7

	1970	1978[t]	% Change 1970-78
Viola, vil.*	659	678	2.9
Yuba, vil.	79	67	-15.2
Richland Center, city	5,086	4,729	-7.0

*Total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 238 % of state 0.17

Valuation per unit, 1978:

$ 35,732 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 27,429 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	91	10,597	0.30
Manufacturing	19	4,417	0.47
Commercial	26	2,923	0.38
Amusement & recreation	3	41	0.03
Hotels, motels, etc.	3	114	0.23

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 377,000; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 204; **Total number of lakes** 9; **Lakes with public access** 7

Total public land designated for recreation use 2,398 acres; **Federal-** 0 acres; **State-** 2,342 acres; **County-** 13 acres; **Other public areas** [y] 43 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 22; **Canoe pick-up services** 4

Swimming [z] 3 areas

Fishing: Sample of fish caught—Panfish, trout, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 110 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 0 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 6,618 acres

OF SPECIAL INTEREST Natural Bridge, Wisconsin River Water Trail

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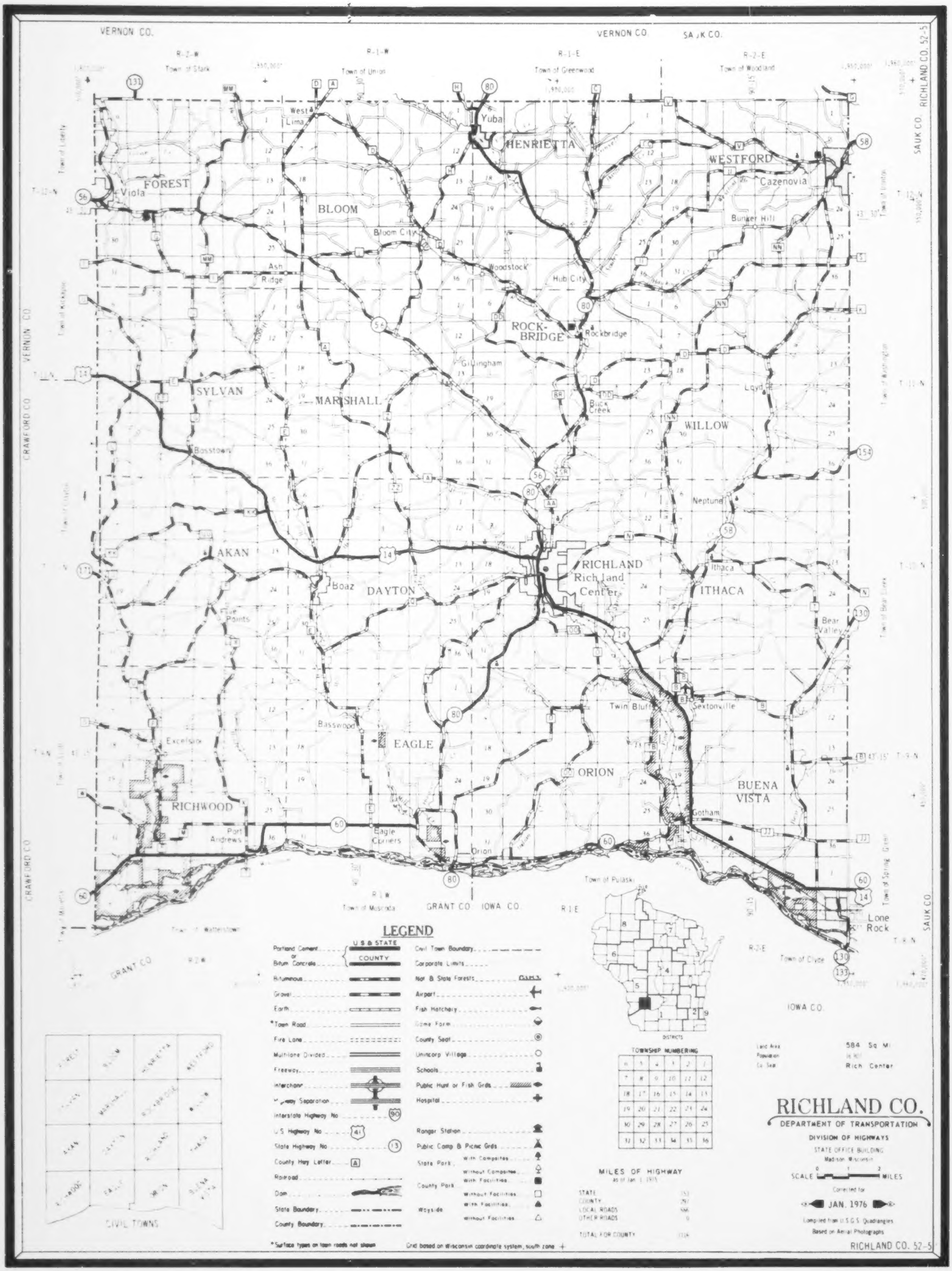
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


VERNON CO.
VERNON CO.
SAUK CO.
SAUK CO.
CRAWFORD CO.
GRANT CO.
IOWA CO.
RICHLAND CO. 52-5
R-2-W
R-1-W
R-1-E
R-2-E
Town of Stark
Town of Union
Town of Greenwood
Town of Woodland
T-12-N
T-11-N
T-10-N
T-9-N
FOREST
Viola
West Lima
Yuba
HENRIETTA
WESTFORD
Cazenovia
BLOOM
Bloom City
Bunker Hill
Ash Ridge
Woodstock
Hub City
ROCK-BRIDGE
Rockbridge
Gillingham
SYLVAN
MARSHALL
Buck Creek
Loyd
WILLOW
Bosstown
Neptune
AKAN
RICHLAND
Richland Center
Boaz
DAYTON
ITHACA
Ithaca
Five Points
Bear Valley
Twin Bluff
Sextonville
Basswood
EAGLE
Excelsior
ORION
BUENA VISTA
RICHWOOD
Port Andrews
Eagle Corners
Orion
Gotham
Lone Rock
Town of Muscoda
Town of Pulaski
Town of Clyde
Town of Wauzeka
Town of Marietta
DISTRICTS
CIVIL TOWNS
FOREST
BLOOM
HENRIETTA
WESTFORD
SYLVAN
MARSHALL
ROCKBRIDGE
WILLOW
AKAN
DAYTON
RICHLAND
ITHACA
RICHWOOD
EAGLE
ORION
BUENA VISTA

LEGEND

Portland Cement or Bitum. Concrete	U.S & STATE / COUNTY	Civil Town Boundary	
Bituminous		Corporate Limits	
Gravel		Nat. & State Forests	
Earth		Airport	
*Town Road		Fish Hatchery	
Fire Lane		Game Farm	
Multilane Divided		County Seat	◉
Freeway		Unincorp. Village	○
Interchange		Schools	
Highway Separation		Public Hunt or Fish Grds.	▨
Interstate Highway No.	90	Hospital	✚
U.S. Highway No.	41	Ranger Station	
State Highway No.	13	Public Camp & Picnic Grds.	
County Hwy. Letter	A	State Park: With Campsites	
Railroad		State Park: Without Campsites	
Dam		County Park: With Facilities	■
State Boundary		County Park: Without Facilities	☐
County Boundary		Wayside: With Facilities	▲
		Wayside: Without Facilities	△

*Surface types on town roads not shown

Grid based on Wisconsin coordinate system, south zone +

TOWNSHIP NUMBERING

6	5	4	3	2	1
7	8	9	10	11	12
18	17	16	15	14	13
19	20	21	22	23	24
30	29	28	27	26	25
31	32	33	34	35	36

MILES OF HIGHWAY
as of Jan. 1, 1975

STATE	153
COUNTY	297
LOCAL ROADS	566
OTHER ROADS	0
TOTAL FOR COUNTY	1016

Land Area	584 Sq. Mi.
Population	16,901
Co. Seat	Rich. Center

RICHLAND CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS

STATE OFFICE BUILDING
Madison, Wisconsin

SCALE 0 1 2 MILES

Corrected for

JAN. 1976

Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs

RICHLAND CO. 52-5

S 8703 S8690

ROCK COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

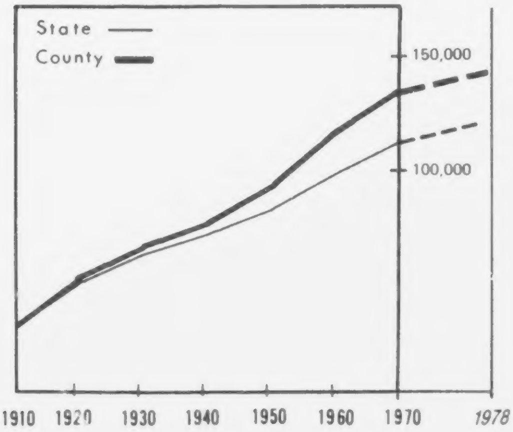
ROCK

This is a dynamic and prosperous area. The 1970's were an era with remarkable industrial job growth. The turnaround at Beloit is the most dramatic story in the area. The auto plant and the big machinery plants sometimes have layoffs. There is lots of light industry. Farm land is excellent. Maybe the population estimate below is low.

POPULATION

1978 population [a]	138,185	% of state	2.97
1970 population [b]	131,970	% of state	2.99
1970-78 change (%)	4.7	State change	5.3 %
Net migration, 1960-70	2,433 in-		
Density, 1978 191.7 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	25,669	24,339	40	37	36	34
18-44	22,315	23,079	34	33	35	34
45-64	11,819	12,258	18	20	18	20
65 & over	5,117	7,374	8	10	11	12
Total	64,920	67,050	100%		100%	

Median age 26.1; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,333; State $ 10,068

Income Groups:	County %	State %
Under $4,000	10	13
$10,000 & over	53	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 965,395; % of state 3.02

Per capita $ 7,199; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 384,972
Services	$ 81,813
Retail trade	$ 73,490

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establish-ments
Total	50,902	$ 241	2,409
Major Groups:			
Construction	1,944	$ 316	320
Manufacturing	21,591	$ 313	164
Transp., Util.	2,158	$ 342	90
Wholesale trade	1,138	$ 236	122
Retail trade	9,848	$ 121	816
Finance, Ins., etc.	1,224	$ 197	197
Services	7,124	$ 164	609
Government	5,558	$ 208	56

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,343	2,111	3.5	4.9
Nonfarm Proprietors	3,373	3,762	6.2	6.2
Wage & Salary Employment (major groups):				
Farm	1,042	1,476	2.5	2.1
Construction	1,889	1,932	3.2	3.4
Manufacturing	16,688	20,565	34.1	24.9
Transp., Util.	2,242	2,223	3.7	3.9
Wholesale trade	863	1,248	2.1	4.1
Retail trade	8,205	9,908	16.4	14.8
Finance, Ins., etc.	1,061	1,190	2.0	3.8
Services	6,700	8,568	14.2	15.9
Government	6,677	7,090	11.8	15.5
Total (Employment)	51,206	60,308	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,910	397,300
1977	1,940	399,900

% of land in farms, 1978	86	State 54%
Avg. size of farms, 1978	208 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	157 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,287	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 36,568	State avg. $ 32,493
Total ($1,000's)	$ 70,941	% of state 2.3

Major Groups	($1,000's)	% of State
Dairy products	$ 30,711	1.6
Meat animals	$ 14,275	2.8
Poultry & eggs	$ 1,444	1.2
Field crops	$ 20,405	7.1
All vegetables	$ 2,060	1.1
Specialty crops	$ 568	0.5

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres)	31,700	
% of land area	7	State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		2
Other softwoods	727	1,849	0
Oak	10,609	39,035	19
Maple (hard)	1,359	3,693	0
Aspen	1,359	2,025	0
Other hardwoods	8,777	20,204	8

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel, stone

Value of product	$ 2,222,000	% of state	1.64

Employment covered by U.C., 1977 (an avg.) [l]

County	78	State	2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	1,158	1972	1,299
Sales ($1,000's): 1977	$ 483,599	% of state	3.23
1972	$ 288,992	% of state	3.11
Sales per capita, 1977: Co.	$ 3,522	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 31,186	3.17
Gen. merchandise	$ 83,887	4.36
Foods	$ 101,392	3.27
Automotive	$ 93,240	3.07
Gas stations	$ 45,872	3.67
Apparel	$ 17,610	3.13
Furnit., house equip.	$ 20,295	2.98
Eating & drinking places	$ 43,416	2.87
Drug stores	$ 12,558	3.29
Miscellaneous	$ 34,143	2.26

WHOLESALE TRADE

No. of establishments: 1977	175	1972	168
Sales ($1,000's): 1977	$292,873	% of state	1.49
1972	$142,727	% of state	1.32

SERVICE INDUSTRIES

No. of establishments: 1977	882		
Total receipts, 1977 ($1,000's)	$ 50,936	% of state	1.98

Hotel, motels, recreation camps

No. of establishments: 1977	30	1972	34
Receipts: ($1,000's) 1977	$ 5,144	% of state	1.86
1972	$ 2,829	% of state	1.64

Amusements, recreation services

No. of establishments: 1977	94	1972	92
Receipts: ($1,000's) 1977	$ 4,978	% of state	1.83
1972	$ 3,272	% of state	1.86

[m] U.S., Bureau of the Census

ROCK COUNTY — A DESCRIPTION

Rock County, on the Illinois-Wisconsin state line, is one of Wisconsin's most important industrial counties and also one of its leading agricultural counties. It lies in a growth area, and is within easy driving distance of the two great industrial and consumer markets of Chicago and Milwaukee.

From about 1920 to 1970, population growth outpaced that of Wisconsin generally. During the decade of the 1950's, the county's population rose by 22.8 percent, compared with a statewide increase of 15.1 percent. In the sixties growth was about 16 percent. Aside from the natural increase—the excess of births over deaths—the county has grown by in-migration. Some 4,400 more persons moved in than moved out during the 1950's. This was reduced to about 2,400 in the 1960's.

Evidently the growth rate has declined since 1970. Federal demographers are giving a lower estimate than shown on page 1. Both estimates show some out-migration. The economy, however, seems to be doing well. The 1980 census will settle the matter. Population density stands at 192 persons per square mile, reflecting the high degree of urban development.

Manufacturing is the largest employer of labor. The most important manufactured products include automobiles and parts, machinery, engines, shoes, and writing pens. There remain a surprisingly large number of plants that make soft goods, such as knit fabrics. Textile mills and food packers were a part of the local scene before the turn of the century. Many of these products are sold throughout the United States and the world.

The county has had considerable fluctuation in factory jobs, as revealed by the census data. The pre-recession peak (1974) was about 20,000, and 1979 data show 22,000. Beloit in particular has been attracting new industry. Statistics in the Construction section show heavy plant construction.

Incomes compare favorably with those in other southeastern Wisconsin counties. Wages in manufacturing and farm incomes are above the state average. Retail trade is strong. The county's retailers serve neighboring counties in Wisconsin and Illinois. That shows up especiallly in general merchandise statistics. Wholesale trade seems to be outpacing the state's rate of growth. Also, the statistics for hotels, motels, etc. are very positive.

Rock is an extremely productive agricultural county. Because of its location—in the Corn Belt—the output is more diversified than in the typical Wisconsin county. It ranks high in sales of whole milk, swine, and cattle. Average sales per farm were $37,000 in 1977, against a state average of $32,000. Corn is the principal crop, but soybean acreage has become substantial. A trend to cash cropping is apparent.

Compared with the state as a whole, the county is lightly forested. Only 7 percent of the land is in woodlands, compared with a state average of 43 percent. The principal species are hardwoods. The terrain is generally rolling, except for the Rock River valley. Tremendous quantities of sand and gravel are shipped out. A great underground sea is associated with the alluvial deposits.

As is typical of most agricultural areas, the number of farms is decreasing, the average size per farm (208 acres in Rock County) is increasing, the value per acre is rising. Farm acreage is down less here than in most parts of Wisconsin. Much of this is prime agricultural land.

Educational institutions in the county include Beloit College and Milton College, both four-year, liberal arts schools. A University of Wisconsin branch campus (two-year) at Janesville was opened in the fall of 1966. Janesville also has a voc-tec institute.

The county takes its name from the Rock River, which flows the length of the county, and on which are situated the two largest cities Availability of water power was a factor in location of early-day industry. The region was opened to settlement shortly after the Blackhawk War of 1832, and Rock County was formed in 1836. The county, thus, is one of Wisconsin's oldest, as well as one of its most prosperous.

Rock County has two urban centers. Janesville, with about 50,000 inhabitants, is the largest place, followed by Beloit. They are served by the Milwaukee Road and the Chicago & North Western, as well as major highways. The Chicago-Twin Cities super-highway, I-90, runs the length of the county. The airport between Janesville and Beloit provides scheduled flights.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	185	161	156
Employees (1,000's)	20.3	18.0	19.8
% of state	3.75	3.59	3.27
Total payroll ($ millions)	$ 320.8	$ 176.9	$ 149.6
% of state	4.34	3.74	4.18
Avg. earnings/hr., prod. workers	$ 7.32	$ 4.41	$ 3.44
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 952.3	$ 427.2	$ 403.7
% of state	5.69	4.52	5.76
New mfg. capital expenditures ($ millions)	$ 27.1	$ 26.8	$ 18.2
% of state	2.28	5.01	3.59
Value of shipments ($ millions)	$ 2,961.1	$ 1,344.4	$ 983.0
% of state	7.58	6.32	6.36

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	8	1	6	2	1
Textiles, apparel, leather	3	0	1	0	4
Wood products, furniture	5	1	1	0	0
Paper, paper prods.	2	1	1	1	0
Chemicals, petrol., rubber & plastics	7	6	2	0	2
Metalworking, mach., transport. equip.	46	6	2	10	7
Printing & publishing	24	2	1	1	0
All other types	12	2	0	0	1

Factory jobs per 1,000 population, June, 1978

County 159 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
GM Assembly Div. (GMC)	Janesville	Autos, trucks	6,600-6,699
Beloit Corp.	Beloit	Paper industry machinery	1,700-1,799
Fairbanks Morse Engine Div. (Colt)	Beloit	Diesel engines, dual fuel engines	1,400-1,499
Dana Corp.*	Edgerton	Front driving axle asembly	1,300-1,399
Parker Pen Co.	Janesville	Writing instruments	1,100-1,199
United States Shoe Corp.	Beloit	Men's dress shoes	750-799
Gilman Eng. & Mfg. Co. (Giddings & Lewis)	Janesville	Special production machinery	450-499
Norwood Mills (Hillcrest)	Janesville	Fabrics (warp knit)	400-449
Monterey Mills Inc.	Janesville	Knitted high pile fabrics	350-399
Beloit Power Systems, Inc. (Tang)	Beloit	Rotary screw compressors, alternators	350-399

* In late May, 1980, this company announced that it would close permanently.

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Mercy Hospital	Janesville	Hospital	700-749
Beloit Memorial Hospital	Beloit	Hospital	650-699
Janesville Auto Transportation Co.	Janesville	Trucking (autos)	500-549
Wisconsin Power & Light Co.	Beloit	Utility	350-399
Memorial Community Hospital	Edgerton	Hospital	250-299

MANUFACTURING — ANALYSIS

This county, among Wisconsin's strongest industrial areas, reported total employment in industry of 22,400 in March 1979 (latest data available). This was probably an all-time high up to that time. This is automotive and heavy machinery country. These companies have reacted rather severely in some past recessions. On the other hand, there are a number of firms in textiles and a large maker of shoes and also a big company in writing instruments. The Dana Corporation has announced a very large expansion program. Beloit has been unusually successful in obtaining new industries in the last decade or so.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 35,558	% of state	2.40
Per capita [r]	$ 259	State avg.	$ 320
Full value rate [s]	$ 19.74	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 2,009	% of state	2.73
Per capita [r]	$ 14,600	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$132,210	% of state	3.72

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 35,832	3.20
Corporate income	$ 8,271	3.13
Sales and use	$ 21,438	3.03

State Shared Taxes	($1,000's)	% of state
Total	$ 8,379	2.76
State Aids		
Payment to school districts	$ 25,205	4.01
Health & social services (co. govt. only)	$ 19,190	4.47
Transportation	$ 3,132	2.59

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Clinton, vil.	1,333	1,593	19.5
Footville, vil.	698	739	5.9
Orfordville, vil.	888	1,103	24.2
Beloit, city	35,729	34,772	-2.7
Edgerton, city	4,118	4,526	9.9
Evansville, city	2,992	3,221	7.6
Janesville, city	46,426	50,135	8.0
Milton, city	3,699	4,759	28.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	4,200	% of state	3.07

Valuation per unit, 1978:

$ 40,155		Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 36,201		Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	502	126,607	3.56
Manufacturing	72	51,690	5.48
Commercial	125	25,988	3.35
Amusement & recreation	22	9,726	8.22
Hotels, motels, etc.	3	1,031	2.07

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 462,700. **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 1,250; **Total number of lakes** 73; **Lakes with public access** 12

Total public land designated for recreation use 7,343 acres: **Federal-** 0 acres; **State-** 4,462 acres; **County-** 618 acres; **Other public areas** [y] 2,263 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 35; **Canoe pick-up services** 3

Swimming [z] 18 areas

Fishing: Sample of fish caught—Panfish, bass, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 5 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 1,226 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 0 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 2 areas, 10 miles

Hunting 4,197 acres

OF SPECIAL INTEREST Bartlett Memorial Historical Museum, Carver-Roehl County Park, Cooksville Historical District, Mouth of the Yahara Archeological District

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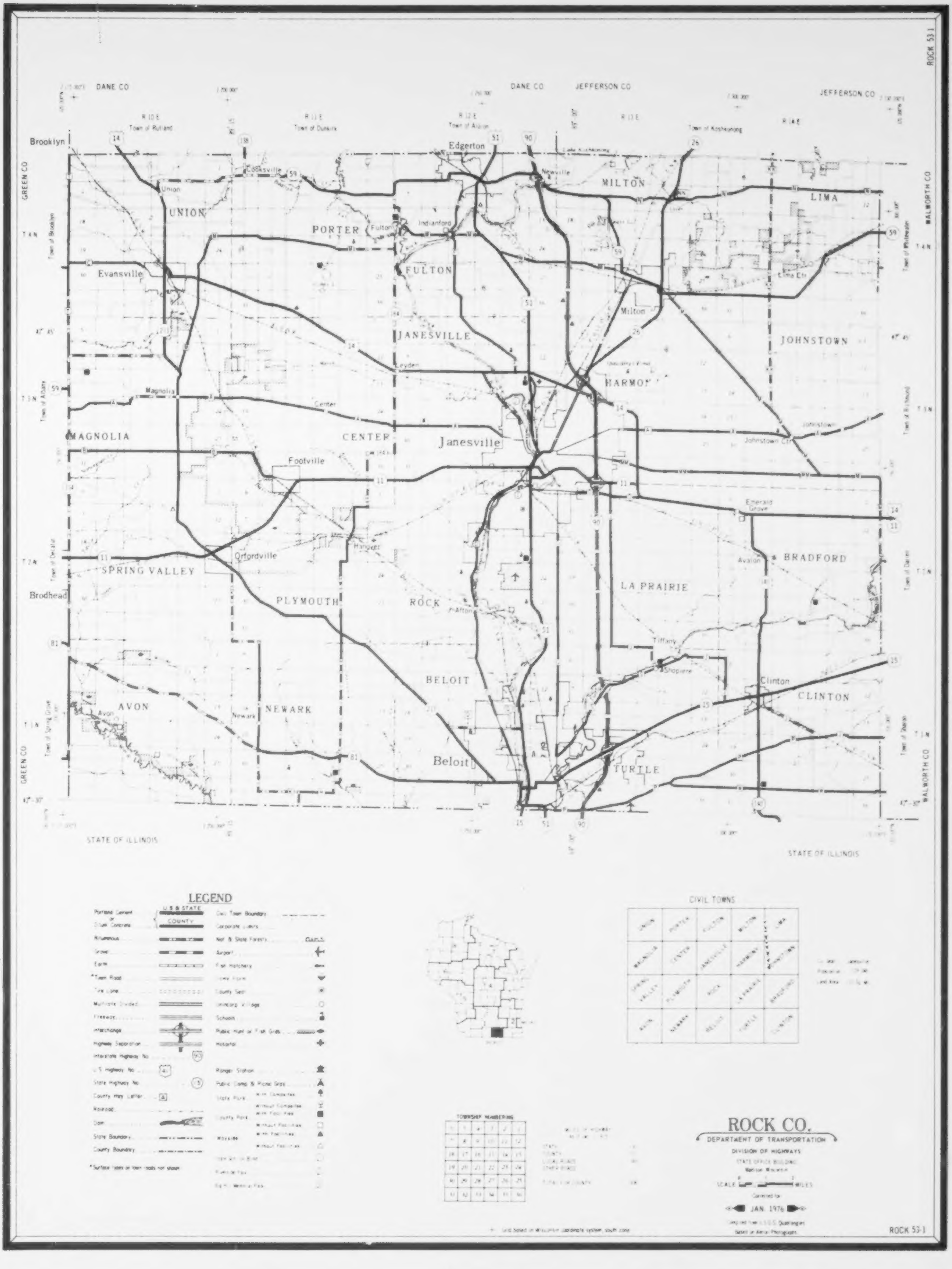
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


ROCK 53-1
DANE CO
DANE CO
JEFFERSON CO
JEFFERSON CO
R 10 E
Town of Rutland
R 11 E
Town of Dunkirk
R 12 E
Town of Avalon
R 13 E
Town of Koshkonong
R 14 E
GREEN CO
WALWORTH CO
T 4 N
T 3 N
T 2 N
T 1 N
Town of Brooklyn
Town of Albany
Town of Decatur
Town of Spring Grove
Town of Whitewater
Town of Richmond
Town of Darien
Town of Sharon
Brooklyn
Edgerton
Lake Koshkonong
Cooksville
Union
Newville
MILTON
LIMA
UNION
PORTER
Fulton
Indianford
FULTON
Evansville
Lima Ctr.
Milton
JANESVILLE
JOHNSTOWN
Leyden
HARMONY
Magnolia
Center
MAGNOLIA
CENTER
Janesville
Johnstown
Johnstown Ctr.
Footville
Emerald Grove
Hanover
Orfordville
SPRING VALLEY
Avalon
BRADFORD
Brodhead
PLYMOUTH
ROCK
Afton
LA PRAIRIE
Tiffany
Shopiere
BELOIT
Clinton
CLINTON
AVON
Avon
Newark
NEWARK
Beloit
TURTLE
42° 45'
42° 30'
STATE OF ILLINOIS
STATE OF ILLINOIS
14
138
59
51
90
26
11
81
213
15
140
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
*Surface types on town roads not shown
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish. Grds.
Hospital
Ranger Station
Public Camp. & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
CIVIL TOWNS
UNION
PORTER
FULTON
MILTON
LIMA
MAGNOLIA
CENTER
JANESVILLE
HARMONY
JOHNSTOWN
SPRING VALLEY
PLYMOUTH
ROCK
LA PRAIRIE
BRADFORD
AVON
NEWARK
BELOIT
TURTLE
CLINTON
TOWNSHIP NUMBERING
ROCK CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
ROCK 53-1

6

S 8703 SS690

RUSK COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

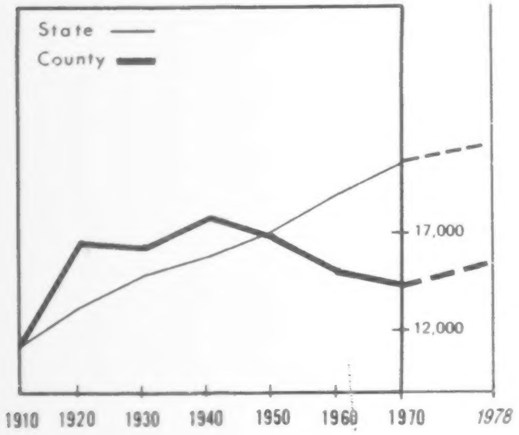
RUSK

There has been genuine industrial job growth in this county. New plants supplement the old woodworking base. Population is also increasing. There is some recreational orientation. Copper mining may begin soon.

POPULATION

1978 population [a]	15,031	% of state	0.32
1970 population [b]	14,238	% of state	0.32
1970-78 change (%)	5.6	State change	5.3 %
Net migration, 1960-70	1,561 out-		
Density, 1978	16.5 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	2,694	2,595	38	37	36	34
18-44	1,768	1,872	25	33	26	34
45-64	1,663	1,662	23	20	23	20
65 & over	961	1,063	14	10	15	12
Total	7,086	7,152	100 %		100 %	

Median age 30.4; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,724; State $ 10,068

Income Groups:	County %	State %
Under $4,000	26	13
$10,000 & over	27	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 68,762; % of state 0.22

Per capita $ 4,443; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 13,078
Farm	$ 8,094
Gov'nt: state & local	$ 6,778

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,132	$ 160	321
Major Groups:			
Construction	110	$ 162	35
Manufacturing	1,431	$ 199	39
Transp., Util.	148	$ 150	17
Wholesale trade	128	$ 184	21
Retail trade	478	$ 112	88
Finance, Ins., etc.	141	$ 156	21
Services	473	$ 120	48
Government	1,183	$ 122	45

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,093	991	16.1	4.9
Nonfarm Proprietors	618	685	11.1	6.2
Wage & Salary Employment (major groups):				
Farm	195	262	4.3	2.1
Construction	47	89	1.4	3.4
Manufacturing	812	1,358	22.0	24.9
Transp., Util.	180	196	3.2	3.9
Wholesale trade	44	152	2.5	4.1
Retail trade	507	480	7.8	14.8
Finance, Ins., etc.	86	140	2.3	3.8
Services	561	589	9.6	15.9
Government	1,088	1,208	19.6	15.5
Total (Employment)	5,233	6,163	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,010	221,000
1977	1,020	222,900

% of land in farms, 1978	39	State 54%
Avg. size of farms, 1978	219 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	81 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric (1977)	$ 330	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 23,059	State avg. $ 32,493
Total ($1,000's)	$ 23,520	% of state 0.7

Major Groups	($1,000's)	% of State
Dairy products	$ 17,440	0.9
Meat animals	$ 2,453	0.5
Poultry & eggs	$ 617	0.5
Field crops	$ 648	0.2
All vegetables	$ 214	0.1
Specialty crops	$ 838	0.7

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 336,100

% of land area 58 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	11,574	45,308	64
Other softwoods	25,106	60,325	12
Oak	19,308	33,465	210
Maple (hard)	27,002	41,613	325
Aspen	68,801	72,159	1,868
Other hardwoods	92,501	123,985	773

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]
County 5 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	199	1972	182
Sales ($1,000's): 1977	$ 37,312	% of state	0.25
1972	$ 23,032	% of state	0.25
Sales per capita, 1977: Co.	$ 2,519	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 5,212	0.53
Gen. merchandise	$ 1,834	0.10
Foods	$ 8,814	0.29
Automotive	$ 5,706	0.20
Gas stations	$ 5,642	0.45
Apparel	$ 1,631	0.29
Furnit., house equip.	$ 948	0.14
Eating & drinking places	$ 2,632	0.17
Drug stores	$ 626	0.16
Miscellaneous	$ 4,267	0.27

WHOLESALE TRADE

No. of establishments: 1977	31	1972	39
Sales ($1,000's): 1977	$ 15,750	% of state	0.08
1972	$ 14,567	% of state	0.13

SERVICE INDUSTRIES

No. of establishments: 1977	116		
Total receipts, 1977 ($1,000's)	$ 3,185	% of state	0.12
Hotel, motels, recreation camps			
No. of establishments: 1977	14	1972	19
Receipts: ($1,000's) 1977	$ 613	% of state	0.22
1972	$ 441	% of state	0.26
Amusements, recreation services			
No. of establishments: 1977	12	1972	7
Receipts: ($1,000's) 1977	$ 224	% of state	0.08
1972	$ 161	% of state	0.09

[m] U.S., Bureau of the Census

RUSK COUNTY — A DESCRIPTION

It is no coincidence that the population graphs for Rusk, Price, and Taylor counties are almost identical. Farm settlement following logging was late in the region. Growth based on these elements ceased after 1920, but natives returned during the Depression. World War II opened up good jobs elsewhere. During the 1970's there has been significant industrial growth, and people are attracted by the lakes and woods.

Most of Rusk County is a gently rolling plain. In the northwest corner the Barron Hills rise 300 to 600 feet about the surrounding countryside. Glacial action and erosion have given them a rounded appearance. The western part of the county has almost all of the lakes, formed by glacial action associated with the Wisconsin glacial advance—last of the ice sheets. There is rough, morainic landscape in the region west of the Flambeau River.

Lumbering got underway in this area in the 1850's. Weyerhauser is named for a leading lumberman. White pine was found extensively in this section, and the Flambeau and Chippewa rivers were available for floating logs. By 1886 an east-west railroad (now the Soo Line) reached the county, giving impetus to additional sawmills. There were comparatively few farm settlements until the turn of the century; these were in the western part, on the sandier soils. Eastern Europeans were arriving in the U.S. at this time, and are well represented in Rusk and adjoining counties. Early in the century there was much experimenting with sheep, but as in other counties of this region dairying became predominant in replacing the original general type of farming.

The high point in number of farm families was reached about 1935, but acreage in farms did not begin to fall until around 1950. Farms numbered 2,129 in 1950; the current estimate is about 1,000. Acreage in farms seems to be stabilizing. The general soil type in the southeastern part of the county is like that in the central Wisconsin dairy belt. Average sales per farm were $23,000 in 1977, compared with a statewide average of $32,000. As recently as 1977 farmers comprised 16 percent of the local work force, and farming is the second largest source of income.

The number of county factory jobs reached about 1,100 before the recession of 1974-5. In 1978 the count topped 1,500. Fifteen to twenty years ago there were only 450 manufacturing jobs in the county. Most of the gain has been in new plants. Woodworking is still predominant.

Income levels are about average for counties in this part of Wisconsin. Personal income in 1977 was about .22 percent of the state total, while population was .32.

It seems that the county's retail sales position remained constant relative to the state between 1972 and 1977. The relative strength of the lumber, hardware, and farm equipment group is typical in this type of county. Gas stations reported quite high sales.

Rusk, the seventy-first and the last (except Menominee) county to be organized (1901), has fewer residents than it had when the 1940 census was taken. Population density (persons per square mile) averaged 16 in 1970; this is typical of an area in northern Wisconsin with a mixture of farm and forest land use. The residents are older, on the average, than are inhabitants of Wisconsin as a whole. There are comparatively fewer persons aged 18 to 44, but more persons under 18. Fertility of the residents is above the state-wide average. Between 1950 and 1960 an estimated 4,190 more persons moved out of Rusk County than moved into it. In the 1960's the number was down to 1,560. The estimate on page 1 shows some growth in the 1970's, and actually implies some in-migration. It appears that a fair number of private cottages are being built.

Foresters estimate that about 58 percent of the county has a forest cover. The second growth includes a goodly volume of softwoods as well as hardwoods—reflecting soil diversity. Apparently there is a sizable surplus of aspen. Sand and gravel was produced in 1977. A copper deposit of fair size has been discovered in the county, and plans for mining it are progressing slowly.

Rusk County has east-west and north-south rail service, provided by the Soo Line in both cases. U.S. Highway 8 (east-west) and State Highway 27 (north-south) are important regional traffic arteries. Scheduled flights are available at Eau Claire and Hayward.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	40	35	32
Employees (1,000's)	1.3	.9	.7
% of state	0.24	0.18	0.14
Total payroll ($ millions)	$ 13.4	$ 5.0	$ 3.6
% of state	0.18	0.11	0.10
Avg. earnings/hr., prod. workers	$ 4.54	$ 2.92	$ 2.07
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 34.3	$ 10.8	$ 5.2
% of state	0.20	0.11	0.07
New mfg. capital expenditures ($ millions)	$ 2.1	$ .4	$ .3
% of state	0.18	0.07	0.06
Value of shipments ($ millions)	$ 82.5	$ 31.2	$ 19.9
% of state	0.21	0.15	0.13

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	2	0	0	0
Textiles, apparel, leather	1	2	1	0	0
Wood products, furniture	13	2	0	1	1
Paper, paper prods.	0	0	0	1	0
Chemicals, petrol., rubber & plastics	0	0	1	0	0
Metalworking, mach., transport. equip.	7	0	1	0	0
Printing & publishing	3	0	0	0	0
All other types	2	0	1	0	0

Factory jobs per 1,000 population, June, 1978

County 102 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Norco Windows, Inc.	Hawkins	Wood doors, windows	300-349
Weather Shield Mfg., Inc.	Ladysmith	Millwork, steel insulated doors	200-249
Brown Co.	Ladysmith	Paper products, creped	150-199
Kenneth Mills (Needlecraft)	Ladysmith	Yarn products	70-99
Mastercraft Casket Co.	Ladysmith	Mortician's goods	70-99
Marshall Cheese	Conrath	Cheese	50-69
Safe Lite, Inc.	Ladysmith	Safety light blinkers	50-69
Gordon & Ferguson Co.	Bruce	Men's & boys' outerwear, sportswear	50-69
Conwed Corp.	Ladysmith	Office dividers	50-69
Fiber-Strong, Inc.	Ladysmith	Molded plastic products	30-49

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Mount Senario College	Ladysmith	College	250-299
Rusk Co. Memorial Hospital	Ladysmith	Hospital	200-249
Security State Bank	Ladysmith	Bank	30-49
Jump River Electric Coop	Ladysmith	Utility	20-29
Ladysmith Nursing Home, Inc.	Ladysmith	Nursing home	20-29

MANUFACTURING — ANALYSIS

The county has gained several hundred workers in the last decade or so. Weather Shield has become a large employer. Woodworking is well represented, but there are a number of makers of other types of products. The March 1979 job total (latest data available) was about 1,460. This was not an all-time high, but still very favorable. Very little plant expansion has been announced in the last two-three years.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,031	% of state	0.27
Per capita [r]	$ 272	State avg.	$ 320
Full value rate [s]	$ 22.33	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 203	% of state	0.28
Per capita [r]	$ 13,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 8,787	% of state	0.25

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,780	0.16
Corporate income	$ 565	0.21
Sales and use	$ 1,830	0.26

State Shared Taxes	($1,000's)	% of state
Total	$ 868	0.29
State Aids		
Payment to school districts	$ 3,401	0.54
Health & social services (co. govt. only)	$ 1,363	0.32
Transportation	$ 952	0.79

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Bruce, vil.	799	888	11.1
Conrath, vil.	114	116	1.7
Glen Flora, vil.	69	75	8.7
Hawkins, vil.	385	390	1.3
Ingram, vil.	109	107	-1.8
Sheldon, vil.	218	240	10.1
Tony, vil.	144	142	-1.4
Weyerhauser, vil.	285	295	3.5
Ladysmith, city	3,674	3,696	0.6

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	453	% of state	0.33

Valuation per unit, 1978:

$ 32,147	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 25,379	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	63	6,623	0.19
Manufacturing	17	2,654	0.28
Commercial	11	647	0.08
Amusement & recreation	1	74	0.06
Hotels, motels, etc.	2	170	0.34

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 590,720; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 7,041; **Total number of lakes** 250; **Lakes with public access** 46

Total public land designated for recreation use 104,533 acres: **Federal-** 0 acres; **State-** 18,737 acres; **County-** 84,043 acres; **Other public areas** [y] 1,753 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 72; **Canoe pick-up services** 7

Swimming [z] 27 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, musky

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 160 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 55 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 122,366 acres

OF SPECIAL INTEREST Flambeau River State Forest, Steam Locomotive Museum

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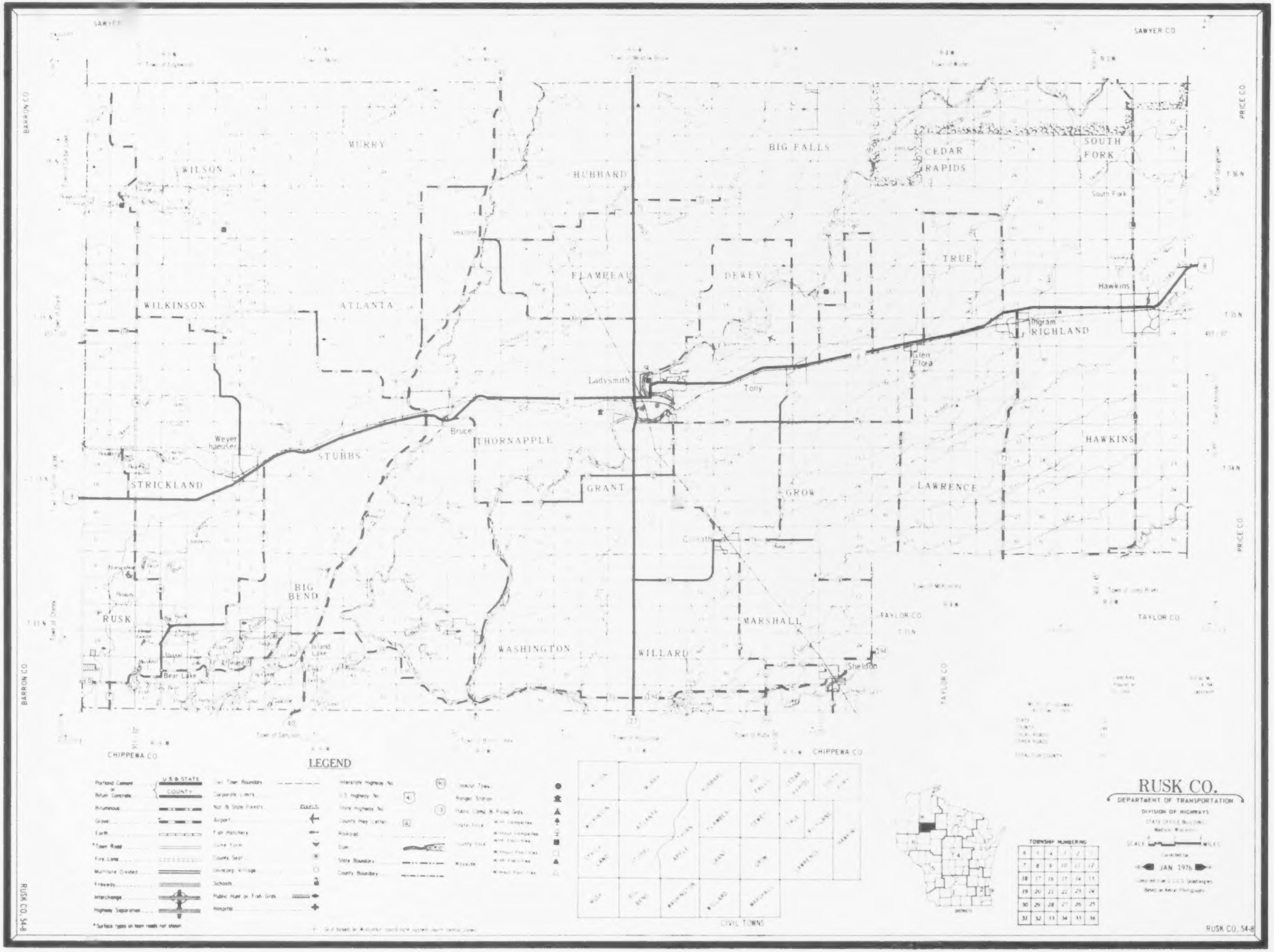
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


RUSK CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected to
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
RUSK CO. 54-8
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
*Surface types on town roads not shown
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Lookout Tower
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
TOWNSHIP NUMBERING
CIVIL TOWNS
SAWYER CO
PRICE CO
TAYLOR CO
CHIPPEWA CO
BARRON CO
WILSON
MURRY
HUBBARD
BIG FALLS
CEDAR RAPIDS
SOUTH FORK
WILKINSON
ATLANTA
FLAMBEAU
DEWEY
TRUE
RICHLAND
HAWKINS
STRICKLAND
STUBBS
THORNAPPLE
GRANT
GROW
LAWRENCE
RUSK
BIG BEND
WASHINGTON
WILLARD
MARSHALL
Ladysmith
Bruce
Weyerhaeuser
Tony
Glen Flora
Ingram
Hawkins
Sheldon
Conrath
Bear Lake
Island Lake
South Fork
T 34 N
T 35 N
T 36 N
R 5 W
R 6 W
R 7 W
R 8 W
R 9 W

c 703

ST. CROIX COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

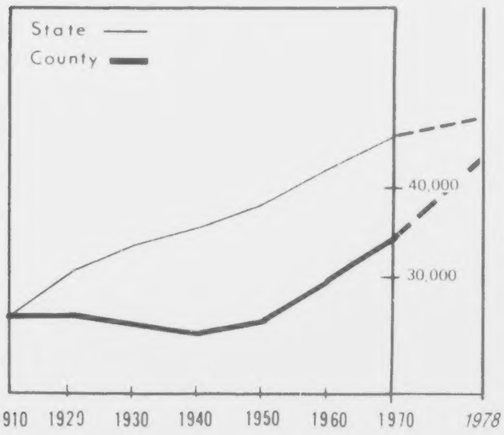
ST. CROIX

The cutting edge of the suburbanization wave out of the Twin Cities has reached the county, with predictable results. Lots of people are moving in, often building attractive homes. Industry and commerce are growing. This is also good farm country.

POPULATION

1978 population [a]	42,129	% of state	0.91
1970 population [b]	34,354	% of state	0.78
1970-78 change (%)	22.6	State change	5.3 %
Net migration, 1960-70	1,243 in-		
Density, 1978 57.2 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	7,118	6,701	41	37	39	34
18-44	5,345	5,463	31	33	32	34
45-64	3,018	3,003	18	20	17	20
65 & over	1,701	2,005	10	10	12	12
Total	17,182	17,172	100%		100%	

Median age 25.6; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,924; State $ 10,068

Income Groups:	County %	State %
Under $4,000	12	13
$10,000 & over	49	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 234,995; % of state 0.74

Per capita $ 5,866; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 31,046
Farm	$ 19,386
Services	$ 18,826

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	10,694	$ 168	782
Major Groups:			
Construction	421	$ 222	107
Manufacturing	2,919	$ 230	65
Transp., Util.	331	$ 228	46
Wholesale trade	472	$ 198	53
Retail trade	2,246	$ 111	246
Finance, Ins., etc.	273	$ 169	45
Services	2,050	$ 130	155
Government	1,896	$ 150	52

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,155	2,002	13.4	4.9
Nonfarm Proprietors	1,002	1,195	8.0	6.2
Wage & Salary Employment (major groups):				
Farm	615	886	5.9	2.1
Construction	217	377	2.5	3.4
Manufacturing	1,463	2,311	15.5	24.9
Transp., Util.	406	334	2.2	3.9
Wholesale trade	150	518	3.5	4.1
Retail trade	1,924	2,310	15.5	14.8
Finance, Ins., etc.	142	240	1.6	3.8
Services	1,564	2,418	16.2	15.9
Government	2,011	2,272	15.2	15.5
Total (Employment)	11,697	14,938	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,880	374,700
1977	1,900	377,300

% of land in farms, 1978	80	State 54%
Avg. size of farms, 1978	199 ac	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974 [h]	131 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 644	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 29,803	State avg. $ 32,493
Total ($1,000's)	$ 56,626	% of state 1.8

Major Groups	($1,000's)	% of State
Dairy products	$37,099	2.0
Meat animals	$ 7,938	1.6
Poultry & eggs	$ 4,494	3.8
Field crops	$ 5,875	2.0
All vegetables	$ 640	0.3
Specialty crops	$ 319	0.3

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 49,900

% of land area 11 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		11
Other softwoods	853	1,452	0
Oak	18,549	63,093	75
Maple (hard)	2,046	6,462	36
Aspen	7,742	9,200	4
Other hardwoods	12,459	26,171	118

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product	$ 731,000	% of state	0.54

Employment covered by U.C., 1977 (an avg.) [l]

County 9 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	345	1972	393
Sales ($1,000's): 1977	$ 104,761	% of state	0.70
1972	$ 63,345	% of state	0.68
Sales per capita, 1977: Co.	$ 2,558	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 9,701	0.99
Gen. merchandise	$ W	—
Foods	$ 21,301	0.68
Automotive	$ 27,680	0.92
Gas stations	$ 15,403	1.23
Apparel	$ 2,319	0.41
Furnit., house equip.	$ 2,246	0.33
Eating & drinking places	$ 10,017	0.66
Drug stores	$ W	—
Miscellaneous	$ 8,018	0.53

WHOLESALE TRADE

No. of establishments: 1977	56	1972	65
Sales ($1,000's): 1977	$ 66,227	% of state	0.34
1972	$ 32,790	% of state	0.30

SERVICE INDUSTRIES

No. of establishments: 1977	294		
Total receipts, 1977 ($1,000's)	$ 14,462	% of state	0.54
Hotel, motels, recreation camps			
No. of establishments: 1977	16	1972	15
Receipts: ($1,000's) 1977	$ 2,829	% of state	1.02
1972	$ 1,593	% of state	0.93
Amusements, recreation services			
No. of establishments: 1977	36	1972	29
Receipts: ($1,000's) 1977	$ 2,629	% of state	0.97
1972	$ 1,631	% of state	0.93

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[m] U.S., Bureau of the Census

ST CROIX COUNTY — A DESCRIPTION

St. Croix County experienced a gradual population decline in the early part of this century. Since 1940 the trend has reversed. In the decade of the 1950's the growth rate was 12.6 percent, which approached the state rate of 15.1 percent. In the 1960's the growth rate was above the state's. The 1978 population estimate on page 1 shows a rapid gain since 1970. The net in-migration (not to be confused with births over deaths) is estimated at around 4,000. Young families are predominant in this area. Many attractive new houses are being built.

The reason for the turn-around in population trends lies mainly in the growth of the St. Paul-Minneapolis metropolitan area, which is within short driving distance to the west. In some instances, manufacturing firms have moved out from the cities to establish plants in St. Croix County. Quite a few persons living in the county commute to work in St. Paul or Minneapolis. The number of *residents* with jobs in manufacturing is considerably higher than the number of manufacturing jobs available in the county. Yet, local jobs have increased greatly since the 1974-5 recession.

The county, however, is far from being urbanized. Population density is higher than one finds in typical rural counties, but at 57 persons per square mile it is still well below the state average. There are no large cities. Hudson, the largest, has a population of about 6,000. The older industries, involving the processing of grains, vegetables, and dairy products, make up an important part of the industrial activity. Growth in recent years, however, has been mainly in other kinds of industry.

During the 1950's about 1,340 more persons moved out of the county than moved in. Much of this was accounted for by the mechanization of agriculture, and the trend toward fewer, larger farms. Such a pattern is typical of virtually all agricultural areas. In the 1960's, as St. Croix County became more and more a bedroom area for Twin Cities workers, the net flow of migrants was inward. This movement has accelerated.

The percentage of land in farms seems to be stabilizing, at about 80 percent. Sales per farm almost equal the state average, with dairy products the largest single source of farm income. Yet, there is considerable diversity in the farm sector. Sizable numbers of turkeys are raised.

Median family income is under the state average, but taking out the high income area of southeastern Wisconsin, which heavily weights the average, St. Croix incomes compare very well with other regions. It is estimated that in 1977 the county received .74 percent of the state's personal income for .91 percent of its population.

Per capita sales in 1977 were below the state average. Sales volume of gas stations and stores in the lumber, hardware, farm equipment classifications were especially high. The relative weakness in many groups indicates that purchases are made outside the county—probably in the Twin Cities.

Although the county itself had little pine, a large volume of pine logs was floated in on the St. Croix River to feed sawmills. These became the first important industries. The St. Croix River is, in this area, the boundary between Wisconsin and Minnesota. The upper reaches of this stream are being preserved in the natural state, under the federal "wild rivers" program.

Only about 11 percent of the land is considered to be forested. The various kinds of oaks are the predominant type. Sand and gravel and crushed limestone were produced in 1977.

I-94 is the main highway connection between Chicago, Milwaukee, and the Twin Cities. Mainline rail service is provided by the Chicago & North Western. The Soo Line serves several communities. The St. Croix River, a tributary of the Mississippi, is navigable to Stillwater, Minnesota—above Hudson. Scheduled flights are available at the Twin Cities or at Eau Claire.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	63	45	43
Employees (1,000's)	2.1	1.8	1.2
% of state	0.39	0.36	0.23
Total payroll ($ millions)	$ 24.9	$ 14.0	$ 6.8
% of state	0.34	0.30	0.19
Avg. earnings/hr., prod. workers	$ 4.97	$ 3.22	$ 2.44
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ mil'ons)	$ 67.4	$ 38.1	$ 18.1
% of state	0.40	0.40	0.26
New mfg. capital expenditures ($ millions)	$ 3.1	$ 2.8	$ 7
% of state	0.26	0.52	0.14
Value of shipments ($ millions)	$ 142.4	$ 86.1	$ 56.8
% of state	0.36	0.40	0.37

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	4	3	1	1	0
Textiles, apparel, leather	0	1	0	1	0
Wood products, furniture	8	1	0	0	0
Paper, paper prods.	1	1	1	0	0
Chemicals, petrol., rubber & plastics	1	2	0	0	0
Metalworking, mach., transport. equip.	16	0	2	4	2
Printing & publishing	10	1	1	0	0
All other types	5	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 67 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Domain Industries, Inc.	New Richmond	Animal feeds, packaging machinery	700-749
McMillan Electric Co.	Woodville	Shaded pole electric motors	350-399
Friday Canning Corp.	New Richmond	Canned vegetables (seasonal)	300-349
Nor-Lake Inc.	Hudson	Refrigeration equipment	200-249
Vollrath Refrigeration, Inc.	River Falls	Commercial refrigeration equipment	100-149
Niro Atomizer, Inc.	Hudson	Dryers and evaporators	100-149
Fabri-Tek Circuits, Inc.	Baldwin	Printed circuit boards	100-149
Duro Paper Bag Mfg. Co.	Hudson	Paper bags, sacks, etc.	70-99
Donaldson Co., Inc.	Baldwin	Air pollution control equipment	70-99
Sons Tool, Inc.	Woodville	Metal stampings, tools & dies	70-99

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
River Falls Area Hospital	River Falls	Hospital	200-249
Hudson Memorial Hospital	Hudson	Hospital	150-199
River Falls Nursing Home, Inc.	River Falls	Nursing home	100-149
Hudson House Inn	Hudson	Lodging, eating and drinking place	100-149
Holy Family Hospital	New Richmond	Hospital	100-149

MANUFACTURING — ANALYSIS

Industrial job growth in this county has been among the fastest in the state. In March 1979, the job total (latest data available) was almost 2,900. The practically new Toro plant at Hudson (not listed above) would be a major factor in current growth. McMillan Electric and Niro Atomizer are relatively new industries. A number of sizable plant expansions have been reported in the last two or three years.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 12,456	% of state	0.84
Per capita [r]	$ 304	State avg.	$ 320
Full value rate [s]	$ 19.73	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 683	% of state	0.93
Per capita [r]	$ 16,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 17,885	% of state	0.50

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 8,859	0.79
Corporate income	$ 1,673	0.63
Sales and use	$ 6,046	0.86

State Shared Taxes	($1,000's)	% of state
Total	$ 2,188	0.72
State Aids		
Payment to school districts	$ 8,372	1.33
Health & social services (co. govt. only)	$ 3,152	0.73
Transportation	$ 1,323	1.09

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*

[r] Per capita figures based on resident population only

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Baldwin, vil.	1,399	1,623	16.0
Deer Park, vil.	217	218	-1.8
Hammond, vil.	768	1,000	30.2
North Hudson, vil.	1,547	2,025	30.9
Roberts, vil.	484	754	55.8
Somerset, vil.	778	949	22.0

[t] Official estimates, DOA

	1970	1978 [t]	% Change 1970-78
Star Prairie, vil.	362	456	26.0
Wilson, vil.	130	181	39.2
Woodville, vil.	522	650	24.5
Glenwood City, city	822	909	10.6
Hudson, city	5,049	6,018	19.2
New Richmond, city	3,707	4,212	13.6

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,377 % of state 1.01

Valuation per unit, 1978:

$ 40,599 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 46,847 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	186	33,653	0.95
Manufacturing	32	12,208	1.29
Commercial	45	5,011	0.65
Amusement & recreation	11	1,545	1.31
Hotels, motels, etc.	2	134	0.27

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 478,100; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 6,629; Total number of lakes 60; Lakes with public access 21

Total public land designated for recreation use 5,124 acres; Federal- 0 acres; State- 4,787 acres; County- 4 acres; Other public areas [y] 333 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 40; Canoe pick-up services 2

Swimming [z] 9 areas

Fishing: Sample of fish caught—Panfish, walleye, trout, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 773 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 94 miles

Downhill skiing [z] 2 areas, 35 runs

Cross country skiing [z] 4 areas, 38 miles

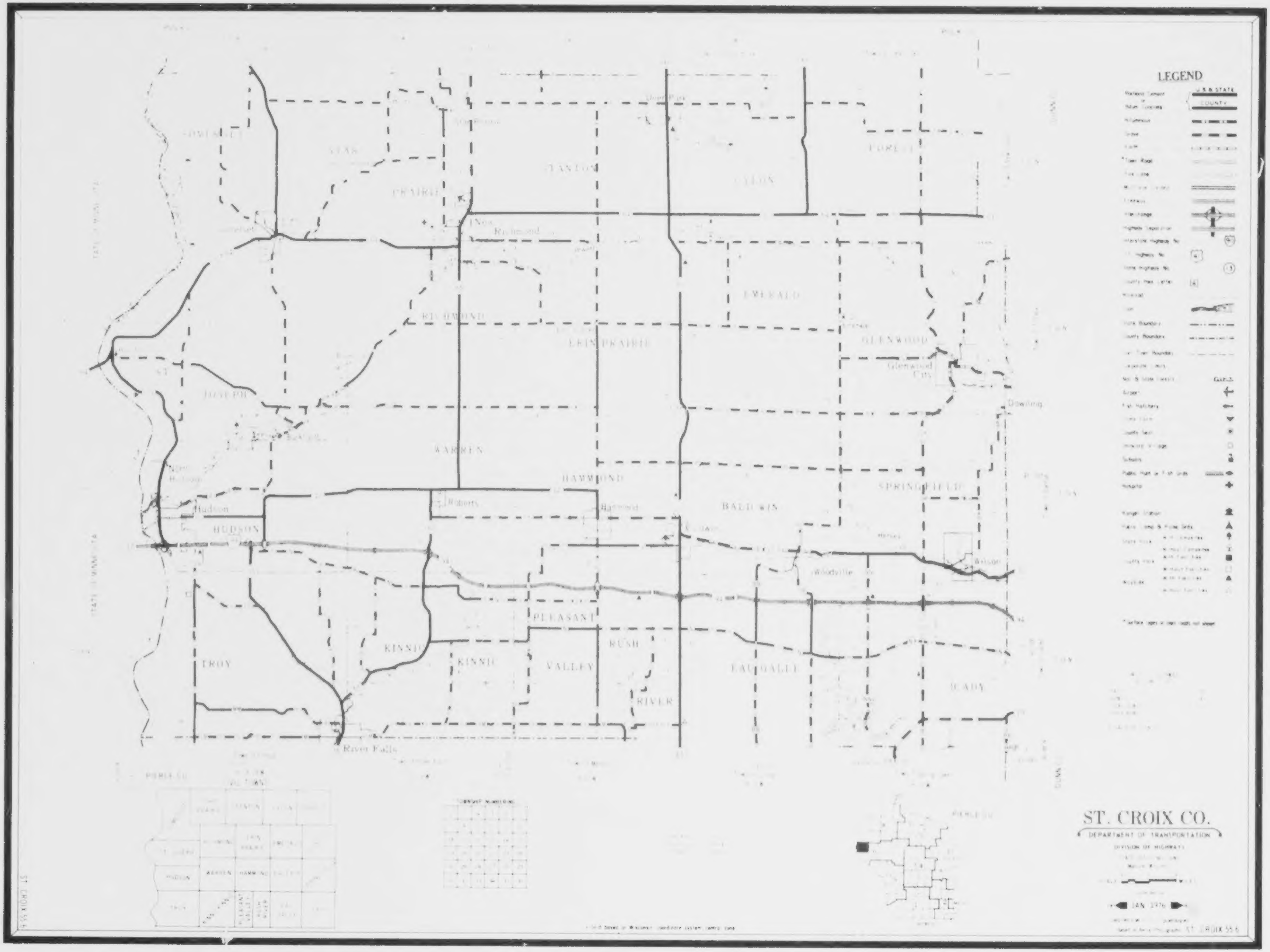
Hunting 4,874 acres

OF SPECIAL INTEREST Bluff Scenery, Cylon Wildlife Area, St. Croix Islands, Willow River State Park

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
U.S. & STATE
COUNTY
SOMERSET
STAR
PRAIRIE
STANTON
CYLON
FOREST
New Richmond
Deer Park
RICHMOND
ERIN PRAIRIE
EMERALD
GLENWOOD
Glenwood City
Downing
ST. JOSEPH
WARREN
HAMMOND
Hammond
BALDWIN
SPRINGFIELD
Hudson
HUDSON
North Hudson
Roberts
Woodville
Wilson
PLEASANT
RUSH
RIVER
KINNIC
KINNIC
VALLEY
EAU GALLE
CADY
TROY
River Falls
STATE OF MINNESOTA
PIERCE
DUNN
POLK
ST. CROIX CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
ST. CROIX 55.6

58703

SAUK COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

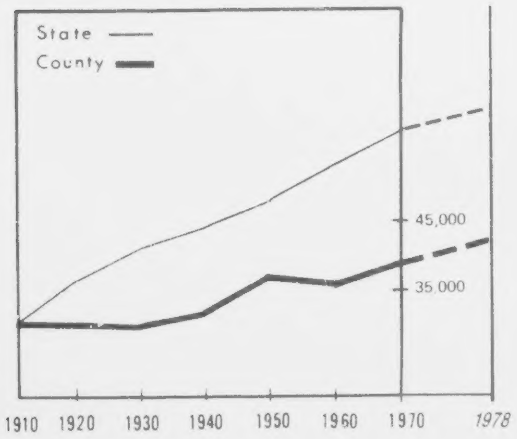
SAUK

With the big ordnance works on a stand-by basis, the county is not as busy as it sometimes has been. Still, it has a great many industrial plants—many attracted after World War II. There is a sizable farm sector. Most of the lodging facilities for the Dells are in the county.

POPULATION

1978 population [a]	41,694	% of state	0.90
1970 population [b]	39,057	% of state	0.88
1970-78 change (%)	6.8	State change	5.3 %
Net migration, 1960-70	900 out-		
Density, 1978 49.6 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	7,118	6,842	37	37	34	34
18-44	5,692	5,881	30	33	30	34
45-64	4,093	4,231	21	20	21	20
65 & over	2,289	2,911	12	10	15	12
Total	19,192	19,865	100 %		100 %	

Median age 29.8; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,429; State $ 10,068

Income Groups:	County %	State %
Under $4,000	13	13
$10,000 & over	46	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 267,897; % of state 0.84

Per capita $ 6,589; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 44,999
Farm	$ 33,756
Retail trade	$ 24,041

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[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	16,028	$ 180	1,096
Major Groups:			
Construction	1,478	$ 313	138
Manufacturing	4,292	$ 211	76
Transp., Util.	666	$ 261	58
Wholesale trade	753	$ 205	66
Retail trade	3,333	$ 117	358
Finance, Ins., etc.	458	$ 180	64
Services	2,647	$ 125	258
Government	2,222	$ 152	56

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,380	2,148	10.4	4.9
Nonfarm Proprietors	1,484	1,662	8.0	6.2
Wage & Salary Employment (major groups):				
Farm	747	1,216	5.9	2.1
Construction	945	1,167	5.6	3.4
Manufacturing	5,203	3,729	18.0	24.9
Transp., Util.	692	639	3.1	3.9
Wholesale trade	488	765	3.7	4.1
Retail trade	2,747	3,069	14.8	14.8
Finance, Ins., etc.	451	425	2.1	3.8
Services	1,946	2,911	14.1	15.9
Government	2,599	2,810	13.6	15.5
Total (Employment)	19,749	20,683	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	2,050	449,300
1977	2,070	450,300

% of land in farms, 1978	84	State 54%
Avg. size of farms, 1978	219 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	116 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 791	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 33,566	State avg. $ 32,493
Total ($1,000's)	$ 69,481	% of state 2.2

Major Groups	($1,000's)	% of State
Dairy products	$ 39,440	2.1
Meat animals	$ 15,892	3.2
Poultry & eggs	$ 3,056	2.6
Field crops	$ 5,269	1.8
All vegetables	$ 2,391	1.3
Specialty crops	$ 2,390	2.0

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 156,500

% of land area 29 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		123
Other softwoods	2,165	4,241	0
Oak	62,600	219,394	1,334
Maple (hard)	7,189	22,681	70
Aspen	13,651	24,236	176
Other hardwoods	43,118	93,701	288

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Stone, sand & gravel, abrasive stone

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 36 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		553	1972	585
Sales ($1,000's): 1977	$	151,170	% of state	1.01
1972	$	90,599	% of state	0.98
Sales per capita, 1977: Co.	$	3,659	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 15,807	1.61
Gen. merchandise	$ W	—
Foods	$ 35,574	1.77
Automotive	$ 28,380	0.92
Gas stations	$ 16,659	1.33
Apparel	$ 5,096	0.91
Furnit., house equip.	$ 5,805	0.85
Eating & drinking places	$ 19,931	1.32
Drug stores	$ 3,130	0.82
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	96	1972 107
Sales ($1,000's): 1977	$ 115,934	% of state 0.59
1972	$ 64,557	% of state 0.60

SERVICE INDUSTRIES

No. of establishments: 1977 455

Total receipts, 1977 ($1,000's) $ 28,397 % of state 1.09

Hotel, motels, recreation camps

No. of establishments: 1977	99	1972 120
Receipts: ($1,000's) 1977	$ 9,935	% of state 3.60
1972	$ 5,836	% of state 3.39

Amusements, recreation services

No. of establishments: 1977	65	1972 67
Receipts: ($1,000's) 1977	$ 6,125	% of state 2.25
1972	$ 3,777	% of state 2.15

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[m] U.S., Bureau of the Census

SAUK COUNTY — A DESCRIPTION

Even though the big ordnance plant is on a stand-by basis, the county has gained some in population since 1970. Apart from the ordnance, factory job growth has been sizable. There has been a large investment in lodging for tourists, and new houses have been built at a fair rate.

Sauk County has diversified resources in agriculture, manufacturing and recreation. The county's population remained almost stationary between 1910 and 1940, but in 1941 construction of Badger Ordnance began. The growth ramifications of this facility were apparent in the 1950 Census. The powder plant was reactivated to some extent during the Korean War, but the 1950's witnessed a continuing readjustment to a lower level of jobs as the plant was put on a stand-by basis. An estimated 7,361 more persons left the county than moved in during the 1950-60 period. However, the current population is substantially above the pre-World War II level. An exceptionally successful program of industrial development took up much of the slack created when Badger Ordnance was closed. In 1966 Badger was reopened. Since the early 1970's it has been on a stand-by basis.

Sauk County is one of the most scenic and geologically interesting parts of Wisconsin. The Baraboo Range is the dominant topographic feature in this section of the state. This ancient mountain range of red quartzite is related to the bedrock of northern Wisconsin and Canada. It rises abruptly 400 to 800 feet above the plain at its eastern edge. Glaciation over-riding part of the east bluff created Devils Lake by damming at both ends a pre-glacial stream. The combination of recreational and educational (geological) values created in this fashion has taken on national importance.

The Wisconsin River is another important physiographic feature. It provides hydroelectric power at Prairie du Sac, and the dam at that point created Lake Wisconsin. Resorts and motels have grown up around Lake Wisconsin, but more noticeably in the Wisconsin Dells (Lake Delton) area. More than half of the lodging for tourists who visit the Dells is in Sauk County.

Sauk County has a somewhat older population than Wisconsin as a whole. The population density is about 50 persons per square mile. Incomes are below the state average. Yet county incomes are typical of prosperous sections outside the metropolitan counties. The estimate of personal income for 1977 shows that the county received .84 percent of the state total, while population was .90 percent.

Retail trade is strong. About one percent of Wisconsin's retail sales were handled by Sauk County stores in 1977. Eating and drinking places, gas stations, and the lumber-hardware and farm equipment group were among those with relatively high sales; this reflects tourist and resort activities. Note that hotels, motels, etc. reported almost $10 million in receipts. Baraboo was the birthplace of the Ringling Brothers Circus and several smaller ones. The city has a Circus Museum.

Farm numbers have been decreasing here as elsewhere, but remaining farms have become larger and cropland per farm increased as well. Dairying is the chief source of farm income, but there is good corn land in the county, and hogs and beef cattle are well-represented among the income sources. Cash cropping seems to be increasing. Sales per farm were higher than the state average in 1977. Vegetable output is significant.

Less than one-third of the land is considered to have a forest cover. Leading species in this area include red oak, white oak, and elm. Sauk County has more mineral production than do most Wisconsin counties. Quartzite for ballast and abrasives has been produced for several generations. Crushed limestone and sand and gravel are other products at this time. Iron ore was taken from the county in earlier years.

The present manufacturing activity is quite well diversified, including milk products plants, canneries, and wood products plants using mainly local materials. The county once had substantial employment in textile (esp. woolen) mills and in garment industries. Since World War II there has been an influx of new plants in fields such as electrical equipment and plastics.

Settlement in this area began in the late 1830's, and most of the early settlers located in prairie sections, particularly in rich Sauk Prairie. This had been the home territory of the Sac or Sauk tribe. A trend from general farming to wheat farming to dairying can be traced in this county, as in most of Wisconsin. Sawmills and gristmills were part of the scene in earlier days.

Rail service is provided by the Chicago & North Western and by the Milwaukee Road. The interstate (I-90 and 94) cuts across the north-eastern part of the county. U.S. 12 and State Highway 33 are other major roads. Scheduled flights are available at Madison.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	83	77	75
Employees (1,000's)	4.0	4.9	5.1
% of state	0.74	0.98	1.00
Total payroll ($ millions)	$ 37.2	$ 38.8	$ 28.8
% of state	0.50	0.82	0.80
Avg. earnings/hr., prod. workers	$ 3.79	$ 3.78	$ 2.63
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 99.6	$ 76.9	$ 57.5
% of state	0.59	0.81	0.82
New mfg. capital expenditures ($ millions)	$ 7.0	$ 2.5	$ 2.2
% of state	0.59	0.47	0.43
Value of shipments ($ millions)	$ 279.3	$ 140.4	$ 110.4
% of state	0.72	0.66	0.71

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	10	3	1	1	0
Textiles, apparel, leather	1	2	0	0	0
Wood products, furniture	12	0	2	1	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	3	2	1	1	2
Metalworking, mach., transport. equip.	8	1	2	3	2
Printing & publishing	13	1	0	0	0
All other types	1	1	2	1	0

Factory jobs per 1,000 population, June, 1978

County 101 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Hankscraft (Gerber)	Reedsburg	Vaporizers, humidifiers, bottle warmers, etc.	550-599
Grede Foundries, Inc.	Reedsburg	Ductile iron castings	400-449
Flambeau Products Corp.	Baraboo	Molded plastics products	350-399
Klein Industries	Baraboo	Plastic housewares	300-349
Industrial Coils, Inc.	Baraboo	Electrical industrial apparatus	250-299
Reedsburg Foods Corp.	Reedsburg	Canned vegetables (seasonal)	150-199
Big Joe Mfg. Co.	Wisconsin Dells	Hydraulic lift trucks	100-149
Wisconsin Dairies Coop.	Baraboo	Milk products	100-149
Eagle Signal Div. (Gulf & Western)	Baraboo	Industrial controls	100-149
Seats, Inc.	Reedsburg	Industrial, recreational seating	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Edward Kraemer & Sons, Inc.	Plain	Heavy construction	400-449
St. Clare Hospital	Baraboo	Hospital	250-299
Olin Corp.	Baraboo	Ordnance (stand-by)	250-299
Reedsburg Area Medical Center	Reedsburg	Hospital	150-199
Devil's Head Lodge	Merrimac	Lodging, recreation (skiing)	150-199

MANUFACTURING — ANALYSIS

Badger Ordnance (Olin Corp.) has been put on standby basis, and is not listed above among the major industries. When in operation, it employed many thousand workers. Local leaders were successful in bringing in a great deal of industry when the plant was closed after World War II. Plastics and electrical equipment are major acquisitions. The March 1979 job total, 4,154, was the same as in 1974. Little in the way of expansion has been reported lately.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 13,023	% of state	0.88
Per capita [r]	$ 315	State avg.	$ 320
Full value rate [s]	$ 19.44	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 736	% of state	1.00
Per capita [r]	$ 17,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 18,172	% of state	0.51

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 7,901	0.71
Corporate income	$ 2,004	0.76
Sales and use	$ 5,920	0.84

State Shared Taxes	($1,000's)	% of state
Total	$ 2,473	0.81
State Aids		
Payment to school districts	$ 6,003	0.95
Health & social services (co. govt. only)	$ 4,229	0.99
Transportation	$ 1,511	1.25

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Ironton, vil.	195	190	-2.6
Lake Delton, vil.	1,059	1,238	16.9
La Valle, vil.	411	389	-5.3
Lime Ridge, vil.	203	192	-5.4
Loganville, vil.	199	190	-4.5
Merrimac, vil.	376	446	18.6
North Freedom, vil.	596	597	0.2
Plain, vil.	688	695	1.0

	1970	1978 [t]	% Change 1970-78
Prairie du Sac, vil.	1,902	2,274	19.6
Rock Springs, vil.	432	411	-4.9
Sauk City, vil.	2,365	2,777	16.4
Spring Green, vil.	1,199	1,449	20.8
West Baraboo, vil.	563	554	-1.6
Baraboo, city	7,931	7,906	-0.3
Reedsburg, city	4,585	4,809	4.9

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	1,407	% of state	1.03

Valuation per unit, 1978:

	$ 39,455	Median county	$36,251

Average purchase price, single family home, 1978: [v]

	$ 32,743	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	307	31,778	0.89
Manufacturing	41	7,339	0.78
Commercial	103	8,539	1.10
Amusement & recreation	10	1,662	1.40
Hotels, motels, etc.	32	2,230	4.48

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 544,600; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 2,058; **Total number of lakes** 29; **Lakes with public access** 16

Total public land designated for recreation use 17,460 acres; **Federal-** 0 acres; **State-** 14,506 acres; **County-** 1,177 acres; **Other public areas** [y] 1,177 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 66; **Canoe pick-up services** 5

Swimming [z] 29 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 4 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 2,516 sites

Major hiking trails 0 miles

Bicycling trails 316 miles

Snowmobiling trails open to public use 69 miles

Downhill skiing [z] 2 areas, 14 runs

Cross country skiing [z] 5 areas, 41 miles

Hunting 6,195 acres

OF SPECIAL INTEREST Circus World Museum, Devil's Lake State Park, Mid Continent Railroad Museum, Natural Bridge, Sauk County Historical Museum, Wisconsin Dells, Wisconsin River Water Trail

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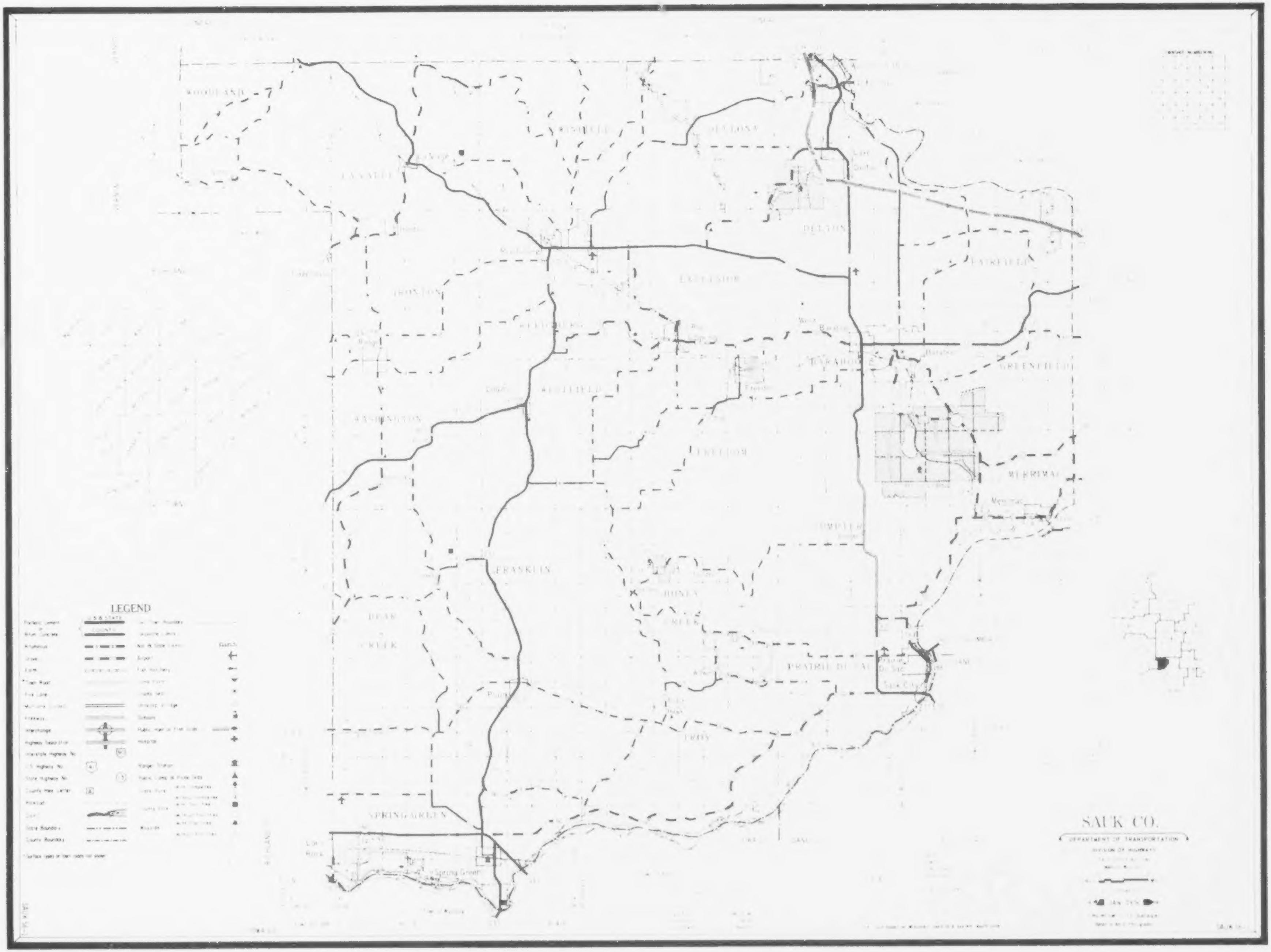
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.

WOODLAND
WINFIELD
DELLONA
LA VALLE
DELTON
Lake Delton
FAIRFIELD
IRONTON
EXCELSIOR
WESTFIELD
West Baraboo
BARABOO
Baraboo
GREENFIELD
WASHINGTON
FREEDOM
MERRIMAC
Merrimac
SUMPTER
FRANKLIN
HONEY CREEK
BEAR CREEK
PRAIRIE DU SAC
Prairie du Sac
Sauk City
TROY
SPRING GREEN
Spring Green
Lone Rock
LEGEND
SAUK CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS

5-703

SAWYER COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

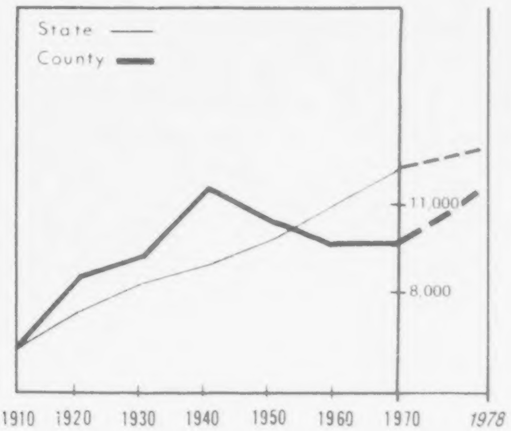
SAWYER

This is another case of a recreation-oriented northern county gaining population seemingly out of proportion to job growth—like Vilas and Oneida. Factory jobs (meaning mostly woodworking) are increasing. Trade and service income reflects tourist spending.

POPULATION

1978 population [a]	11,440	% of state	0.25
1970 population [b]	9,670	% of state	0.22
1970-78 change (%)	18.3	State change	5.3 %
Net migration, 1960-70	29 out-		
Density, 1978 90 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	1,661	1,661	34	37	33	34
18-44	1,106	1,161	23	33	24	34
45-64	1,190	1,321	25	20	27	20
65 & over	876	744	18	10	16	12
Total	4,833	4,837	100%		100%	

Median age 37.2; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 5,817; State $ 10,068

Income Groups:	County %	State %
Under $4,000	33	13
$10,000 & over	23	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 53,465; % of state 0.17

Per capita $ 4,226; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Retail Trade	$ 7,076
Services	$ 6,277
Govn't: state & local	$ 5,071

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	3,010	$ 148	456
Major Groups:			
Construction	136	$ 181	54
Manufacturing	441	$ 188	41
Transp., Util.	99	$ 202	13
Wholesale trade	63	$ 190	16
Retail trade	819	$ 125	126
Finance, Ins., etc.	147	$ 185	31
Services	721	$ 124	140
Government	570	$ 155	27

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	342	273	6.2	4.9
Nonfarm Proprietors	509	543	12.4	6.2
Wage & Salary Employment (major groups):				
Farm	124	123	2.8	2.1
Construction	171	132	3.0	3.4
Manufacturing	210	381	8.7	24.9
Transp., Util.	55	109	2.5	3.9
Wholesale trade	31	90	2.1	4.1
Retail trade	582	765	17.4	14.8
Finance, Ins., etc.	46	149	3.4	3.8
Services	718	871	19.9	15.9
Government	806	938	21.4	15.5
Total (Employment)	3,608	4,386	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	250	68,900
1977	260	71,200

% of land in farms, 1978	9	State 54%
Avg. size of farms, 1978	276 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	73 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 296	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 26,930	State avg. $ 32,493
Total ($1,000's)	$ 7,002	% of state 0.2

Major Groups	($1,000's)	% of State
Dairy products	$ 3,058	0.2
Meat animals	$ 657	0.1
Poultry & eggs	$ 2,026	1.7
Field crops	$ 154	0.05
All vegetables	$ 68	0.04
Specialty crops	$ 1,019	0.9

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 644,800

% of land area 80 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	34,357	121,107	712
Other softwoods	71,171	143,886	713
Oak	30,075	46,805	150
Maple (hard)	45,085	61,697	420
Aspen	130,816	129,760	2,531
Other hardwoods	159,241	199,612	1,062

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ 314,000 % of state 0.23

Employment covered by U.C., 1977 (an avg.)[l]

County 2 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977 223 1972 225

Sales ($1,000's): 1977 $ 42,298 % of state 0.28

1972 $ 25,070 % of state 0.27

Sales per capita, 1977: Co. $ 3,729 State avg. $ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 4,246	0.43
Gen. merchandise	$ 705	0.04
Foods	$ 11,158	0.36
Automotive	$ 9,443	0.30
Gas stations	$ 3,849	0.31
Apparel	$ 945	0.17
Furnit., house equip.	$ 445	0.07
Eating & drinking places	$ 4,788	0.32
Drug stores	$ 1,226	0.32
Miscellaneous	$ 5,493	0.33

WHOLESALE TRADE

No. of establishments: 1977 15 1972 16

Sales ($1,000's): 1977 $ 6,821 % of state 0.04

1972 $ 5,583 % of state 0.05

SERVICE INDUSTRIES

No. of establishments: 1977 261

Total receipts, 1977 ($1,000's) $ 6,800 % of state 0.27

Hotel, motels, recreation camps

No. of establishments: 1977 136 1972 156

Receipts: ($1,000's) 1977 $ 3,361 % of state 1.22

1972 $ 2,234 % of state 1.30

Amusements, recreation services

No. of establishments: 1977 27 1972 22

Receipts: ($1,000's) 1977 $ 715 % of state 0.26

1972 $ 532 % of state 0.30

[m] U.S., Bureau of the Census

SAWYER COUNTY — A DESCRIPTION

Demographers are saying that the county's population is growing considerably. Factors in addition to a fair amount of industrial growth must be involved. Evidently many people, including retirees, are opting to move to areas with lakes and forests. The term "amenity area" has been coined to denote such areas. Sawyer is a good example.

Sawyer, a county in the northwestern part of Wisconsin, is widely known for its musky waters. The lake region, principally the northwest half of the county, owes its existence to the workings of the ice sheets during the Wisconsin glacial advance. This is terminal moraine country, with kettle holes and knobs. Great ice blocks melted to form some of the lakes. The southeast one-half or so of the county has the character of a glacial outwash plain, with a few small lakes. The Barron Hills, one of the interesting topographic features of northwestern Wisconsin, extend from the southwest corner of the county into Rusk and Barron. These hills rise 300 to 600 feet above the surrounding area; the features of this tree-covered ancient mountain range have been softened by glacial action and erosion.

Sawyer County was one of the last sections of Wisconsin to be settled. It reached a population peak in 1940, because of the reversal of migration movements during the Depression. The decrease in population after that was substantiaal. The 1950-60 rate of decline was 8.2 percent, while Wisconsin as a whole gained 15.1 percent. Everyone was surprised about a small gain in inhabitants during the 1960's. The Indian population dropped from about 1,100 in 1950 to 800-900 in 1970.

Sawyer County residents are older, on the average, than the residents of Wisconsin as a whole. The Indian population has a large proportion of children, relatively few young adults, who tend to be working in urban centers, and a fairly large number of older persons. This explains in part the small percentage of residents who are aged 18 to 44. Out-migration has taken a heavy toll among young adults; between 1950 and 1960 out-migration of all ages numbered about 1,810—that is, 1,810 more individuals moved out of the county than moved in. In the 1960's this was reduced to 29. Now, practically all the growth is from in-migration, because there is little or no natural increase—births over deaths.

Jobs in trade and services and in government are proportionately higher in the county than in Wisconsin as a whole. Factory jobs increased considerably after 1974-5, but the numbers are still small. The two largest sources of county income are retail trade and services. This measures fairly directly the significance of the recreation sector.

Once there were over 1,000 farms, now farms number 250. Much land proved to be submarginal. This has been a regional trend. Cropland acreage per farm is still relatively small, and farm income low. Dairying is the predominant source of income, but turkeys are now being raised in some volume.

Foresters estimate that 80 percent of the county has a tree cover. The statewide average is about 43 percent. There is a large volume of both hardwoods and softwoods. New industries are using much aspen. Mineral production was limited to sand and gravel in 1977.

Generally speaking, county incomes are on the low side for even this section of Wisconsin. The Indian population is presumed to have relatively small cash incomes, lowering the average. In 1977 about .17 percent of the state's personal income was received, for .25 percent of the state's inhabitants.

Retail trade volume is another indicator of tourist and recreational business. Sales in 1977 were reported to be .28 percent of the state total. Hotels, motels, and recreational camps reported receipts amounting to about $3,360,000 in 1977. The 1972-7 trend was not strong. The private cottage seems to be of growing importance.

Sawyer was created by act of the Wisconsin legislature in 1883. It was named in honor of Philetus Sawyer of Oshkosh, a lumber magnate. The Sawyer and Weyerhauser names are prominent in northwestern Wisconsin lumbering annals. Logging began some years before the county was organized. A sawmill built in Hayward in 1881 by Frederick Weyerhauser was credited with a world record for board feet of logs sawed before it was closed in 1919. Most of the existing industry is based on local timber resources. Recently there has been a goodly increase in jobs.

Farming in the early period consisted mainly of supplying food for lumber camps. Resort development goes back almost to pioneering days. Dairying soon became the leading type of agricultural activity. Sawyer County did not attract a large number of immigrants, or any particular ethnic group.

The county is served by the Soo Line and the Chicago & North Western. State roads 27 (north-south) and 70 (east-west) are important roads for vacationers as well as for truck traffic. Year-around commuter flights are provided at Hayward.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	25	34
Employees (1,000's)	NA	.2	.2
% of state	—	0.04	0.04
Total payroll ($ millions)	$ NA	$ 1.3	$ .9
% of state	—	0.03	0.02
Avg. earnings/hr., prod. workers	$ NA	$ 2.75	$ 2.00
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 2.6	$ 1.7
% of state	—	0.03	0.02
New mfg. capital expenditures ($ millions)	$ NA	$ .2	$ .2
% of state	—	0.04	0.04
Value of shipments ($ millions)	$ NA	$ 5.1	$ 3.1
% of state	—	0.02	0.02

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	0	0	0	0
Textiles, apparel, leather	2	0	0	0	0
Wood products, furniture	18	2	2	0	0
Paper, paper prods.	1	0	0	0	0
Chemicals, petrol., rubber & plastics	1	0	0	0	0
Metalworking, mach., transport. equip.	6	0	0	0	0
Printing & publishing	3	0	0	0	0
All other types	5	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 39 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
The Builders of Winter, Wis., Inc.	Winter	Modular homes, specialty buildings	70-99
Chippewa Industries, Inc.	Hayward	Hardwood dimension stock	70-99
Walters Bros. Lumber Mfg., Inc.	Radisson	Hardwood and softwood lumber, pallets, chips, etc.	30-39
FVE, Inc.	Hayward	Converted paper products	10-19
Screw Machine Engineering Co., Inc.	Hayward	Screw machine products	10-19
Hayward Timber Corp.	Hayward	Logging	10-19
Hayward Wood Products, Inc.	Hayward	Industrial wood products, etc.	10-19
Doehr Lumber, Inc.	Hayward	Wood products	10-19
Bender Machine Works, Inc.	Hayward	Milking machine and bulk tank washers	10-19
West's Hayward Dairy Co., Inc.	Hayward	Fluid milk	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Lutheran Hospitals & Homes	Hayward	Hospital, nursing home	300-349
Thaw, Inc.	Hayward	Recreational services	70-99
Northern Lakes Coop	Hayward	General store	70-99
Marketplace IGA, Inc.	Hayward	Grocers	30-49
People's National Bank	Hayward	Bank	30-49

MANUFACTURING — ANALYSIS

Factory jobs climbed to 463 in March 1979 (latest data available). The woodworking industries, including the homebuilding company at Winter account for most of this gain. Louisiana-Pacific Corporation has announced that it will build a large plant at Hayward to make waferboard. This might create as many as 100 jobs.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,644	**% of state**	0.31
Per capita [r]	$ 409	**State avg.**	$ 320
Full value rate [s]	$ 17.77	**State avg.**	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 268	**% of state**	0.36
Per capita [r]	$ 23,600	**State avg.**	$ 15,900
Manufacturing real estate ($1,000's)	$ 1,787	**% of state**	0.05

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,349	0.12
Corporate income	$ 561	0.21
Sales and use	$ 1,414	0.20

State Shared Taxes	($1,000's)	% of state
Total	$ 630	0.21
State Aids		
Payment to school districts	$ 1,137	0.18
Health & social services (co. govt. only)	$ 1,912	0.45
Transportation	$ 1,043	0.86

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Couderay, vil.	123	139	13.0
Exeland, vil.	189	212	12.2
Radisson, vil.	206	245	18.9
Winter, vil.	Uninc.	345	—
Hayward, city	1,457	1,622	11.3

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	243	% of state	0.18

Valuation per unit, 1978:

$ 29,610	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 29,114	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	76	6,392	0.18
Manufacturing	6	391	0.04
Commercial	18	1,135	0.15
Amusement & recreation	2	585	0.49
Hotels, motels, etc.	6	167	0.34

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 866,560; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 54,537; **Total number of lakes** 497; **Lakes with public access** 133

Total public land designated for recreation use 313,315 acres: **Federal-** 122,310 acres; **State-** 77,407 acres; **County-** 113,394 acres; **Other public areas** [y] 204 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 4, 135; **Canoe pick-up services** 9

Swimming [z] 38 areas

Fishing: Sample of fish caught—Panfish, walleye, musky, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 1,106 sites

Major hiking trails 114 miles

Bicycling trails 50 miles

Snowmobiling trails open to public use 186 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 5 areas, 79 miles

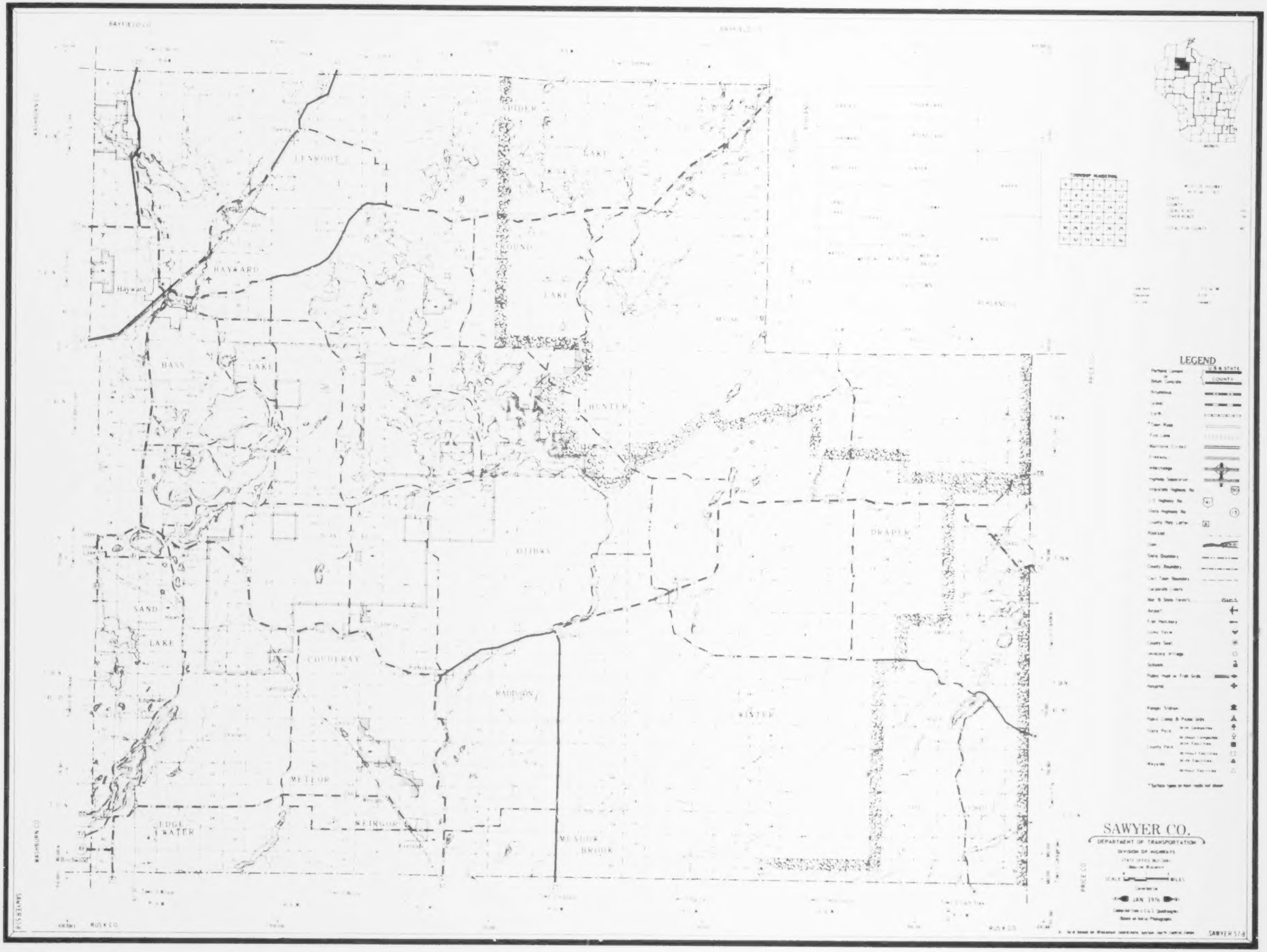
Hunting 335,195 acres

OF SPECIAL INTEREST Chequamegon National Forest, Chippewa Flowage, Flambeau River State Forest, Historyland

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


SAWYER CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN 1976
LEGEND
U S & STATE
COUNTY
Interchange
HAYWARD
Hayward
LENROOT
SPIDER LAKE
ROUND LAKE
BASS LAKE
HUNTER
OJIBWA
DRAPER
WINTER
RADISSON
COUDERAY
SAND LAKE
METEOR
WEIRGOR
EDGE WATER
MEADOW BROOK
PRICE CO.
RUSK CO.
WASHBURN CO.
SAWYER 57-8

S 2703 .8-10

SHAWANO COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

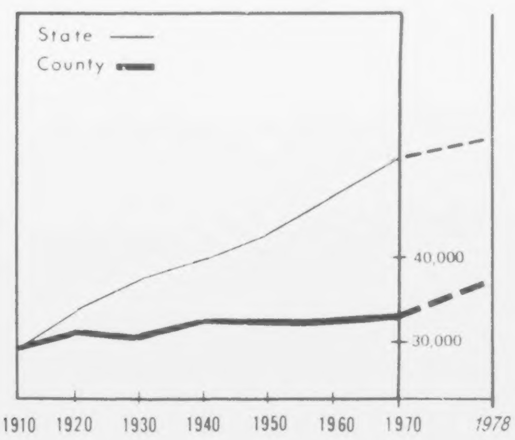
SHAWANO

Manufacturing hasn't overtaken farming for predominance in the economy, but lots of plants are processing such local raw materials as milk, sawlogs, and pulpwood. Population growth, quite substantial now, may be abetted by recreational resources.

POPULATION

1978 population [a]	35,312	% of state	0.76
1970 population [b]	32,650	% of state	0.74
1970-78 change (%)	8.2	State change	5.3 %
Net migration, 1960-70	1,432 out-		
Density, 1978	39.3 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	6,016	5,697	37	37	35	34
18-44	4,382	4,440	27	33	27	34
45-64	3,775	3,733	23	20	23	20
65 & over	2,237	2,370	13	10	15	12
Total	16,410	16,240	100%		100%	

Median age 31.7; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,686; State $ 10,068

Income Groups:	County %	State %
Under $4,000	20	13
$10,000 & over	32	51

PERSONAL INCOME, 1977 [c] (Includes Menominee Co.)

Total ($1,000's) $ 192,723; % of state 0.60

Per capita $ 5,137; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 23,266
Manufacturing	$ 19,399
Retail trade	$ 18,523

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income*.

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	8,181	$ 157	698
Major Groups:			
Construction	389	$ 200	81
Manufacturing	1,793	$ 191	79
Transp., Util.	272	$ 162	43
Wholesale trade	474	$ 198	52
Retail trade	1,901	$ 119	213
Finance, Ins., etc.	296	$ 200	36
Services	1,245	$ 124	127
Government	1,541	$ 141	53

EMPLOYMENT BY PLACE OF WORK [e]
(Including Menominee)

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,355	2,273	15.8	4.9
Nonfarm Proprietors	1,318	1,527	10.6	6.2
Wage & Salary Employment (major groups):				
Farm	473	675	4.7	2.1
Construction	229	375	2.6	3.4
Manufacturing	1,621	1,743	12.1	24.9
Transp., Util.	259	266	1.9	3.9
Wholesale trade	227	495	3.5	4.1
Retail trade	1,577	2,080	14.5	14.8
Finance, Ins., etc.	360	252	1.8	3.8
Services	1,268	1,941	13.5	15.9
Government	2,213	2,399	16.7	15.5
Total (Employment)	11,920	14,343	—	—

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[a] Wis. Dept of Administration, *Official Pop. Estimates*.

[b] U.S., *1970 Census of Population*.

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages*.

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources*.

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	2,020	369,000
1977	2,050	370,000

% of land in farms, 1978	64	State 54%
Avg. size of farms, 1978	183 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	93 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 713	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 31,535	State avg. $ 32,493
Total ($1,000's)	$ 64,648	% of state 2.0

Major Groups	($1,000's)	% of State
Dairy products	$ 50,465	2.7
Meat animals	$ 7,097	1.4
Poultry & eggs	$ 500	0.4
Field crops	$ 1,510	0.5
All vegetables	$ 644	0.4
Specialty crops	$ 3,798	3.2

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture*

FORESTRY [i]

(Includes Menominee Co.)

Area in forest (acres) 496,100

% of land area 61 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	70,666	309,292	55
Other softwoods	123,817	403,078	1,007
Oak	45,844	116,410	677
Maple (hard)	82,783	284,025	1,429
Aspen	44,517	50,445	1,286
Other hardwoods	208,614	474,391	4,870

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel; stone

Value of product $ Withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]
County 22 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin*.

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	446	1972	477
Sales ($1,000's): 1977	$ 89,971	% of state	0.60
1972	$ 52,929	% of state	0.57
Sales per capita, 1977: Co.	$ 2,589	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 11,840	1.20
Gen. merchandise	$ 9,447	0.49
Foods	$ 20,671	0.68
Automotive	$ 17,108	0.56
Gas stations	$ 6,974	0.56
Apparel	$ 2,064	0.37
Furnit., house equip.	$ 3,908	0.57
Eating & drinking places	$ 10,626	0.70
Drug stores	$ 1,698	0.44
Miscellaneous	$ 5,635	0.40

WHOLESALE TRADE

No. of establishments: 1977	69	1972	67
Sales ($1,000's): 1977	$ 89,831	% of state	0.46
1972	$ 53,354	% of state	0.49

SERVICE INDUSTRIES

No. of establishments: 1977 243

Total receipts, 1977 ($1,000's) $ 7,214 % of state 0.27

Hotel, motels, recreation camps

No. of establishments: 1977	21	1972	28
Receipts: ($1,000's) 1977	$ 757	% of state	0.27
1972	$ 1,098	% of state	0.64

Amusements, recreation services

No. of establishments: 1977	31	1972	27
Receipts: ($1,000's) 1977	$ 1,182	% of state	0.43
1972	$ 977	% of state	0.55

[m] U.S., Bureau of the Census

SHAWANO COUNTY — A DESCRIPTION

State and federal demographers agree that the county is growing by fairly substantial numbers. Until the last couple of years, at least, it is not obvious that the economy was gaining that much, so other attractions may be at work. Probably the lakes, woods, etc. are the drawing power here, as in much of northern Wisconsin.

Shawano County is located in northeastern Wisconsin, almost entirely in the drainage basin of the Wolf River. The surface dips gently south and southeast toward the Fox Valley. The western part of the county has morainic hills and ridges. Most of the remainder of the county has level to gently rolling topography.

Menominee County was created from part of Shawano and part of Oconto as of April 1961, or approximately a year after the 1960 Census was taken. The Indian reservation population (Shawano County) was 2,345 in 1960; subtracted from the 1960 census total for Shawano, this leaves 32,006 within Shawano County as now constituted. The population loss 1950-60 (corrected), was about 1.5 percent. It was something of a surprise when the 1970 census showed an increase—even a small one. The 1978 estimate on page 1 does not include Menominee.

The county experienced a heavy out-migration loss between 1950 and 1960. Some were Indians. The net out-migration in the 1960's was down to 1,432. Now, considerable in-migration is indicated.

Incomes in the county are below the state average. The county figures are typical of rural-type Wisconsin areas outside the southeastern counties. Retail trade is about average in relation to income. The strong retail groups include lumber, hardware and farm equipment, and eating and drinking places, reflecting tourist and resort business. Wholesale trade is of some importance. The extent of decline in business of hotels, motels, etc. in the 1972-7 period is surprising. (Maybe the censuses were not reliable.)

The labor force still has a high proportion of agricultural workers as compared with the state—20.5 percent as against 7 percent in the state in 1977. (Menominee County has virtually no agriculture.) Several hundred of the resident workers who gave manufacturing as their type of employment when the 1970 Census was taken were commuting daily or periodically to jobs in other areas. The Fox Valley provides jobs for many commuters living in the tier of counties of which Shawano is a part. Generally, local factory jobs have ranged from 1,300 to 1,500 during the last decade or so, but most recently have been near 1,600.

Farms are becoming fewer and larger here, as they are everywhere in Wisconsin. Farms have substantial amounts of woodland. Dairying is the main source of farm income. Maple syrup is one of the specialty crops. In 1969, 593 farm operators said they worked 100 days or more off their farms. The eastern part of the county has pinkish loam soils, which are more productive than the gray loams and sandy soils found elsewhere in the county.

Subtracting Menominee County leaves about 245,000 acres of forested land in Shawano. This amounts to about 43 percent of the total land area, or almost the same as the state average. As noted in connection with the forestry data, Menominee County is grouped with Shawano. Between them the counties have an enormous timber resource, with pine and hard maple apparently leading in sawtimber volume. The area has an extensive wood-using industry. Production of sand and gravel and crushed limestone was reported in 1977.

Shawano County's early history is concerned mainly with lumbering, running logs down the Wolf River from many gathering sites on the Wolf and its tributaries. By the 1880's dairying became the predominant type of farming. Butter and cheese have been produced in great quantities since that time. Recreational development, especially around Shawano Lake, dates from the pioneer days. Among foreign stocks, Germans are most numerous.

Shawano County is served by the Chicago & North Western and the Soo Line. Scheduled flights are available at Green Bay.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	76	65	80
Employees (1,000's)	1.6	1.4	1.5
% of state	0.30	0.28	0.29
Total payroll ($ millions)	$ 16.8	$ 10.1	$ 7.6
% of state	0.23	0.21	0.21
Avg. earnings/hr., prod. workers	$ 4.44	$ 2.88	$ 2.13
State avg.	$ 5.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 46.2	$ 18.9	$ 14.2
% of state	0.28	0.20	0.20
New mfg. capital expenditures ($ millions)	$ 2.8	$ 1.9	$ .6
% of state	0.24	0.36	0.12
Value of shipments ($ millions)	$ 168.3	$ 60.8	$ 53.7
% of state	0.43	0.29	0.35

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	21	5	2	0	0
Textiles, apparel, leather	1	1	1	1	0
Wood products, furniture	19	4	4	2	0
Paper, paper prods.	0	0	0	1	0
Chemicals, petrol., rubber & plastics	3	0	0	0	0
Metalworking, mach., transport. equip.	7	1	0	0	0
Printing & publishing	3	1	1	0	0
All other types	4	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 54 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Phenix Mfg. Co., Inc.	Shawano	Overhead garage doors, door hardware, etc.	200-249
Eagle Knitting Mills (Zwicker)	Shawano	Children's apparel	100-149
Shawano Paper Mills, Inc.	Shawano	Specialty papers	100-149
Hotz Manufacturing Co., Inc.	Shawano	Wooden containers, etc.	100-149
Wisconsin Timber & Land Co., Inc.	Mattoon	Hardwood veneer and plywood	70-99
Bonduel Pickling Co., Inc.	Bonduel	Pickles	70-99
Heritage Hardwoods, Inc.	Shawano	Hardwood mouldings, veneered products	70-99
Weber Mfg. Co., Inc.	Shawano	Hardwood veneer and plywood	70-99
Tigerton Lumber Co.	Tigerton	Lumber and dimension parts	50-69
Consolidated Badger Coop.	Shawano	Milk products	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Midwest Breeders Coop	Shawano	Animal services	200-249
Birch Hill Care Center, Inc.	Shawano	Nursing home	150-199
Shawano Community Hospital	Shawano	Hospital	150-199
Stockbridge-Munsee (Indians)	Bowler	Job programs	100-149
Homme Home for the Aged	Wittenberg	Residential care	100-149

MANUFACTURING — ANALYSIS

Numbers of factory jobs in the county seem to vary considerably from year to year. Because industry is largely oriented to woodworking and food products, this variability is rather hard to understand. The March of 1979 figure was 1,627, which is about 250 lower than it was the year before. However, it was above the level earlier in the decade. A new foundry at Shawano gives promise of adding a number of jobs.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 8,929	% of state	0.60
Per capita [r]	$ 257	State avg.	$ 320
Full value rate [s]	$ 18.29	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 532	% of state	0.72
Per capita [r]	$ 15,300	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 10,010	% of state	0.28

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 5,717	0.51
Corporate income	$ 1,259	0.48
Sales and use	$ 4,668	0.66

State Shared Taxes	($1,000's)	% of state
Total	$ 1,805	0.59
State Aids		
Payment to school districts	$ 5,735	0.91
Health & social services (co. govt. only)	$ 2,738	0.64
Transportation	$ 1,429	1.18

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Aniwa, vil.	233	294	26.2
Birnamwood, vil.	632	719	13.8
Bonduel, vil.	995	1,142	14.8
Bowler, vil.	272	277	1.8
Cecil, vil.	369	505	36.9
Eland, vil.	229	258	12.7
Gresham, vil.	448	515	15.0
Mattoon, vil.	377	359	-4.8
Tigerton, vil.	742	821	10.6
Wittenberg, vil.	895	1,029	15.0
Shawano, city	6,488	6,944	7.0

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	946	% of state	0.69

Valuation per unit, 1978:

$ 33,414	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 28,524	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	187	19,380	0.55
Manufacturing	34	7,182	0.76
Commercial	47	3,048	0.39
Amusement & recreation	6	966	0.82
Hotels, motels, etc.	5	270	0.54

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 596,480; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 9,273; Total number of lakes 136; Lakes with public access 32

Total public land designated for recreation use 14,246 acres: Federal- 0 acres; State- 12,445 acres; County- 511 acres; Other public areas [y] 1,290 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 45; Canoe pick-up services 6

Swimming [z] 22 areas

Fishing: Sample of fish caught—Panfish, trout, northern, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 3 nine hole

Camping (developed & primitive) [z] 1,025 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 138 miles

Downhill skiing [z] 1 areas, 7 runs

Cross country skiing [z] 2 areas, 10 miles

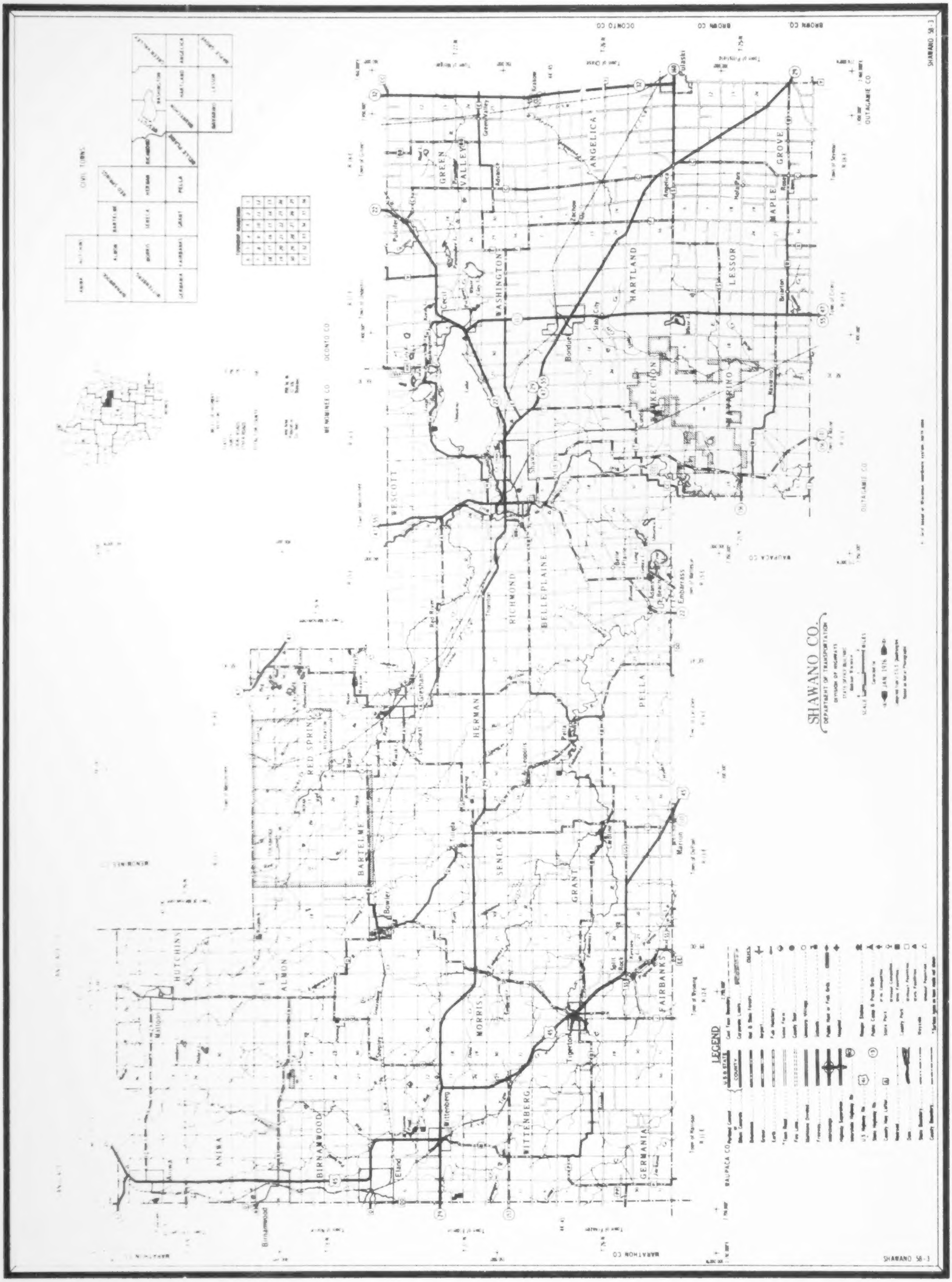
Hunting 32,530 acres

OF SPECIAL INTEREST Shawano Lake, Wolf River Water Trail

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


SHAWANO CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
LEGEND
CIVIL TOWNS
SHAWANO 58-3
WESCOTT
GREEN VALLEY
WASHINGTON
ANGELICA
HARTLAND
LESSOR
MAPLE GROVE
WAUKECHON
NAVARINO
RICHMOND
BELLEPLAINE
HERMAN
PELLA
RED SPRINGS
BARTELME
SENECA
GRANT
MORRIS
FAIRBANKS
WITTENBERG
GERMANIA
ALMON
HUTCHINS
ANIWA
BIRNAMWOOD
Shawano
Gresham
Bowler
Tigerton
Wittenberg
Eland
Birnamwood
Mattoon
Aniwa
Marion
Pella
Bonduel
Pulaski
Krakow
Angelica
Zachow
Cecil
Pulcifer
Embarrass
Caroline
Split Rock
Leopolis
Tilleda
Red River
Thornton
Advance
MENOMINEE CO.
OCONTO CO.
BROWN CO.
OUTAGAMIE CO.
WAUPACA CO.
MARATHON CO.
LANGLADE CO.

58703 S2590

SHEBOYGAN COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

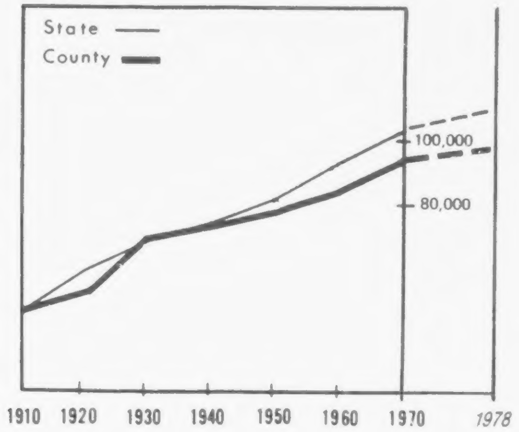
SHEBOYGAN

This heavily industrialized county has witnessed lots of plant expansions by large, existing companies. Demographers don't think that population has grown much since 1970. The 1980 census will settle that. There is also a good agricultural base.

POPULATION

1978 population [a]	99,993	% of state	2.15
1970 population [b]	96,660	% of state	2.19
1970-78 change (%)	3.4	State change	5.3 %
Net migration, 1960-70	2,664 in-		
Density, 1978 197.6 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	17,525	16,409	37	37	33	34
18-44	15,102	15,519	32	33	32	34
45-64	9,794	10,607	20	20	22	20
65 & over	5,074	6,630	11	10	13	12
Total	47,495	49,165	100%		100%	

Median age 29.0; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,197; State $ 10,068

Income Groups:	County %	State %
Under $4,000	11	13
$10,000 & over	52	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 708,172; % of state 2.22

Per capita $ 7,045; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 256,844
Services	$ 63,435
Retail Trade	$ 50,188

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	42,935	$ 219	1,812
Major Groups:			
Construction	1,967	$ 314	240
Manufacturing	19,179	$ 262	203
Transp., Util.	1,263	$ 271	70
Wholesale trade	1,556	$ 259	113
Retail trade	6,618	$ 121	507
Finance, Ins., etc.	1,508	$ 185	164
Services	6,055	$ 159	430
Government	4,635	$ 201	57

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	2,063	1,798	3.7	4.9
Nonfarm Proprietors	2,399	2,661	5.4	6.2
Wage & Salary Employment (major groups):				
Farm	611	864	1.8	2.1
Construction	1,671	1,716	3.5	3.4
Manufacturing	15,865	17,861	36.5	24.9
Transp., Util.	1,235	1,308	2.7	3.9
Wholesale trade	1,401	1,746	3.6	4.1
Retail trade	5,962	6,789	13.9	14.8
Finance, Ins., etc.	1,160	1,488	3.0	3.8
Services	4,944	6,675	13.6	15.9
Government	5,450	5,913	12.1	15.5
Total (Employment)	42,857	48,944	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,690	247,500
1977	1,750	251,000

% of land in farms, 1978	76	State 54 %
Avg. size of farms, 1978	146 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	108 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 994	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 33,333	State avg. $ 32,493
Total ($1,000's)	$ 58,333	% of state 1.9

Major Groups	($1,000's)	% of State
Dairy products	$ 35,741	1.9
Meat animals	$ 8,499	1.7
Poultry & eggs	$ 670	0.6
Field crops	$ 4,114	1.4
All vegetables	$ 5,697	3.1
Specialty crops	$ 766	0.6

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 48,200

% of land area 15 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		7
Other softwoods	4,305	6,573	0
Oak	8,248	29,300	74
Maple (hard)	2,315	5,411	36
Aspen	3,326	2,275	0
Other hardwoods	16,076	35,836	114

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service. *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Sand & gravel, stone

Value of product	$ 1,174,000	% of state	0.87

Employment covered by U.C., 1977 (an avg.) [l]

County 14 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin*

[l] See Employment section, preceding page

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	800	1972	866
Sales ($1,000's): 1977	$ 286,544	% of state	1.91
1972	$ 184,496	% of state	1.99
Sales per capita, 1977: Co.	$ 2,882	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 20,888	2.12
Gen. merchandise	$ 55,331	2.88
Foods	$ 63,391	2.04
Automotive	$ 55,212	1.81
Gas stations	$ 20,026	1.60
Apparel	$ 7,086	1.26
Furnit., house equip.	$ 9,689	1.42
Eating & drinking places	$ 25,043	1.65
Drug stores	$ 8,307	2.18
Miscellaneous	$ 21,571	1.46

WHOLESALE TRADE

No. of establishments: 1977	126	1972	145
Sales ($1,000's): 1977	$ 357,639	% of state	1.82
1972	$ 148,933	% of state	1.37

SERVICE INDUSTRIES

No. of establishments: 1977	647		
Total receipts, 1977 ($1,000's)	$ 49,156	% of state	1.90
Hotel, motels, recreation camps			
No. of establishments: 1977	17	1972	22
Receipts: ($1,000's) 1977	$ 2,152	% of state	0.78
1972	$ 2,563	% of state	1.49
Amusements, recreation services			
No. of establishments: 1977	78	1972	74
Receipts: ($1,000's) 1977	$ 4,654	% of state	1.71
1972	$ 3,143	% of state	1.79

[m] U.S., Bureau of the Census

SHEBOYGAN COUNTY — A DESCRIPTION

The 1978 official population estimate doesn't indicate much growth since 1970. State demographers gave about the same figure in 1975. It would seem that the job situation is quite favorable. A larger gain might be expected. The 1980 Census will settle this matter.

Sheboygan County, on the western shore of Lake Michigan, is an important manufacturing county. Of all its jobs, 36.5 percent were in manufacturing in 1977. Only two or three counties top this. Other income sources trail far behind manufacturing. Although overshadowed by the value of manufactured products, agricultural commodity sales are substantial—$58,333,000 in 1977.

The county in the second half of the 19th century became an important producer of furniture, and for some time led the state in cheese production. Woodworking and food processing remain important industries. The largest manufacturer is The Kohler Company, producer of plumbing fixtures, engines, electricity generating sets, controls, and other goods. The county also produces leather, footwear, plastics, toys, and machinery. Machinery products include lawn and garden tractors and equipment and packaging and wrapping machines. There is a balance between factory jobs available in the county and *residents* employed in manufacturing, wherever that may be. This is an unusually self-sufficient county, for labor.

The county lies midway between the Milwaukee metropolitan area and the Fox River Valley industrial district, and has an extensive rail and highway network. The railroads are the Chicago & North Western and the Milwaukee Road. The city of Sheboygan's port receives some raw materials. I-43 runs north-south through the county.

Population growth throughout most of the first half of the 20th century was very similar to that of the state as a whole. Late in the period, however, the county began to drop off a bit. In the 1950's population increased by 7.3 percent, while the state was registering a gain of 15.1 percent. In the 1960's the county matched the state's growth rate. Population density of 198 per square mile is more than double the statewide average.

Some 4,900 more persons moved out during the 1950's than moved in. In the sixties, about 2,600 more moved in than left the county. Current growth evidently is only from natural increase—births over deaths.

The number of farms is declining, as is (to a smaller degree) the amount of land in farms. At the same time, the average size of farms is increasing, but Sheboygan County has now, as it has had from earliest years, farms smaller than average for Wisconsin. Sales per farm are about average for Wisconsin. Milk is the most important product. The vegetable output is significant.

Median family income is slightly above the state average. The income distribution closely follows state figures. In 1977 the county obtained an estimated 2.22 percent of the state's personal income, for 2.15 percent of its population.

Retail sales per capita are under the state figure, with 1.91 percent of the state's retail sales. The general merchandise sales are exceptionally high, indicating the regional pull of Sheboygan's department stores. The 1972-7 trend for wholesale trade was upward. For hotels, motels, etc. the trend was negative.

The county is not a large producer of timber, and only 15 percent of the land area is in woodlands, compared with a state average of 43 percent. Oak leads in sawtimber volume. Sand and gravel and crushed limestone production are reported.

A large proportion of the northern unit of the Kettle Moraine State Forest lies in the western part of the county. It provides extensive recreational opportunities comparatively close to sizable population centers.

Statistics in the Construction section show that some sizable investments have been made in new motel units. However, the total construction volume in factory buildings is even more impressive.

Lakeland College at Sheboygan is a four-year liberal arts institution. There is also a branch of the University of Wisconsin (two-year course) at Sheboygan.

Commuter flights are available at Sheboygan. More service is provided at Manitowoc and Milwaukee.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	222	215	227
Employees (1,000's)	17.4	16.9	16.3
% of state	3.21	3.37	3.18
Total payroll ($ millions)	$ 222.3	$ 151.1	$ 107.7
% of state	3.01	3.20	3.01
Avg. earnings/hr., prod. workers	$ 5.72	$ 4.08	$ 2.81
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 467.9	$ 288.5	$ 203.3
% of state	2.79	3.05	2.90
New mfg. capital expenditures ($ millions)	$ 25.0	$ 12.5	$ 13.8
% of state	2.10	2.34	2.72
Value of shipments ($ millions)	$1,119.3	$ 654.3	$ 481.2
% of state	2.87	3.08	3.11

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	17	7	3	4	1
Textiles, apparel, leather	6	0	1	3	3
Wood products, furniture	13	4	4	5	1
Paper, paper prods.	0	2	2	2	0
Chemicals, petrol., rubber & plastics	6	3	6	2	1
Metalworking, mach., transport. equip.	35	10	7	7	7
Printing & publishing	18	4	0	1	0
All other types	12	4	3	0	3

Factory jobs per 1,000 population, June, 1978

County 192 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Kohler Co.	Kohler	Plumbing fixtures, engines, generators, etc.	4,900-4,999
Gilson Bros. Co.	Plymouth	Lawn and garden machinery	800-849
Vollrath Co.	Sheboygan	Stainless steel utensils, etc.	700-749
Borden Foods	Plymouth	Processed cheese, etc.	550-599
Hayssen Mfg. Co.	Sheboygan	Packaging machinery	550-599
Armira Corp.	Sheboygan	Leather tanning & finishing	450-499
Plastics Engineering Co.	Sheboygan	Resins, molding compounds	450-499
K. W. Muth Co., Inc.	Sheboygan	Motor vehicle parts, games, toys, wood products	400-449
Bemis Co.	Sheboygan Falls	Wood products	350-399
Wigwam Mills, Inc.	Sheboygan	Socks and knit headwear	350-399

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
H. C. Prange Co.	Sheboygan	Department store	700-749
Sheboygan Memorial Hospital	Sheboygan	Hospital	650-699
St. Nicholas Hospital	Sheboygan	Hospital	500-549
Donohue & Associates, Inc.	Sheboygan	Engineering services	450-499
Gabes Construction Co., Inc.	Sheboygan	Heavy construction	300-349

MANUFACTURING — ANALYSIS

Industrial growth has been the rule in this county. Kohler company has added strong lines. The job total in March 1979 was a little over 19,400. There is a great variety of products, and expansion activity in the last two-three years has been noticeably large.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 30,303	% of state	2.05
Per capita [r]	$ 305	State avg.	$ 320
Full value rate [s]	$ 22.62	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 1,518	% of state	2.06
Per capita [r]	$ 15,300	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$118,584	% of state	3.33

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 24,651	2.20
Corporate income	$ 6,372	2.41
Sales and use	$ 15,425	2.18

State Shared Taxes	($1,000's)	% of state
Total	$ 6,657	2.19
State Aids		
Payment to school districts	$ 14,029	2.23
Health & social services (co. govt. only)	$ 5,908	1.38
Transportation	$ 2,066	1.71

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Adell, vil.	380	518	36.3
Cascade, vil.	603	589	-2.3
Cedar Grove, vil.	1,276	1,413	10.7
Elkhart Lake, vil.	787	959	21.9
Glenbeulah, vil.	496	449	-9.5
Howards Grove — Millersville, vil.	998	1,826	83.0

[t] Official estimates, DOA

	1970	1978[t]	% Change 1970-78
Kohler, vil.	1,738	1,718	-1.1
Oostburg, vil.	1,309	1,609	22.9
Random Lake, vil.	1,068	1,290	20.8
Waldo, vil.	408	442	8.3
Plymouth, city	5,810	6,123	5.4
Sheboygan, city	48,484	48,371	-0.2
Sheboygan Falls, city	4,771	5,158	8.1

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 2,239 % of state 1.64

Valuation per unit, 1978:

$ 41,900 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 39,768 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	474	79,936	2.25
Manufacturing	124	36,075	3.82
Commercial	112	10,079	1.30
Amusement & recreation	22	2,578	2.18
Hotels, motels, etc.	3	1,511	3.04

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 325,100; Great Lakes/Mississippi shoreline 24 miles

Acreage of named lakes 2,070; Total number of lakes 71; Lakes with public access 30

Total public land designated for recreation use 25,155 acres; Federal- 0 acres; State- 16,504 acres; County- 6,500 acres; Other public areas [y] 2,151 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 6; Canoe pick-up services 2

Swimming [z] 17 areas

Fishing: Sample of fish caught—Panfish, bass, trout, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 3 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 2,677 sites

Major hiking trails 34 miles

Bicycling trails 64 miles

Snowmobiling trails open to public use 78 miles

Downhill skiing [z] 1 areas, 3 runs

Cross country skiing [z] 2 areas, 9 miles

Hunting 13,949 acres

OF SPECIAL INTEREST Annual Holland Festival, Village of Kohler, Kettle Moraine State Forest, Old Wade House State Park, Terry Andrae State Park

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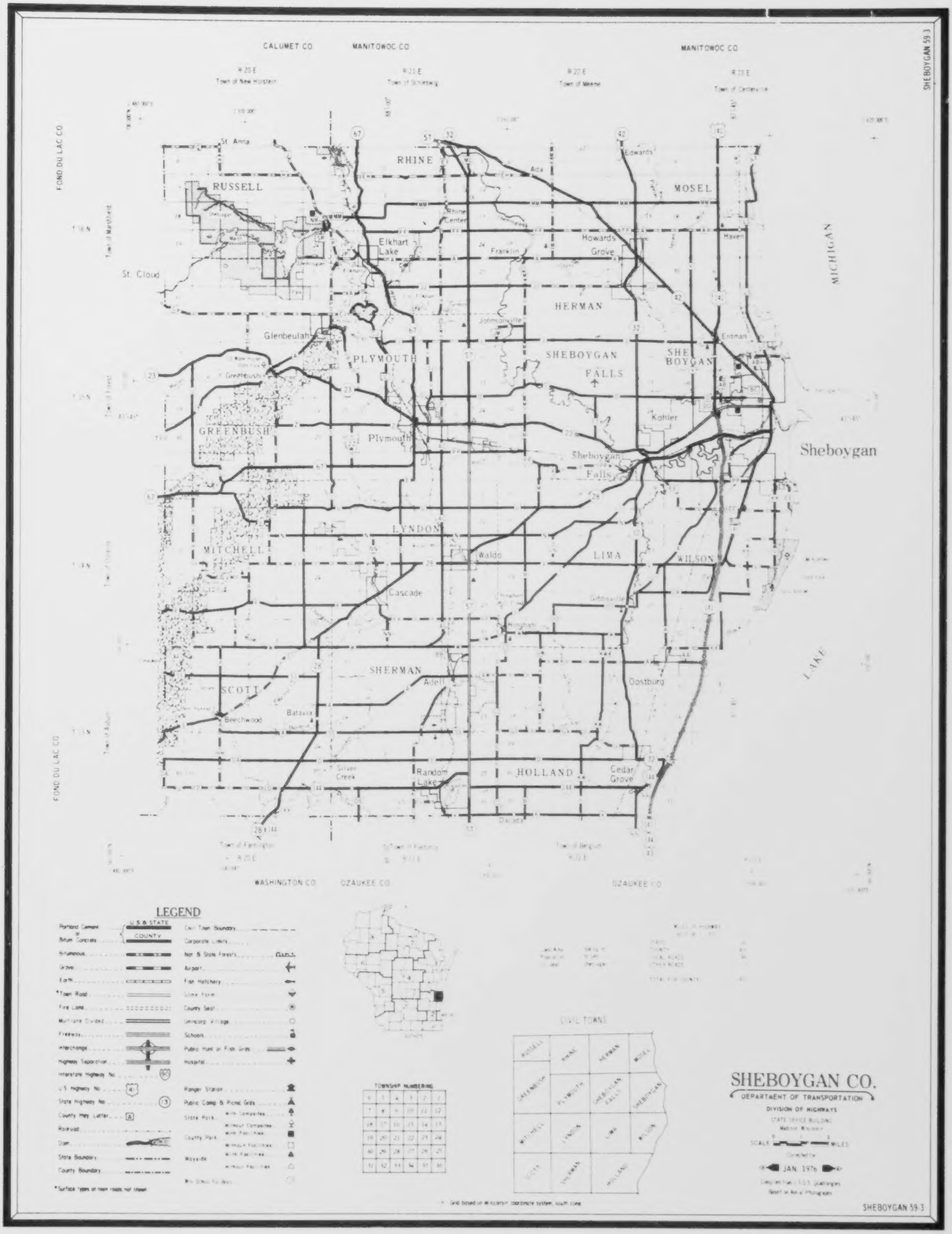
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


CALUMET CO.
MANITOWOC CO.
MANITOWOC CO.
SHEBOYGAN 59-3
R.20 E.
Town of New Holstein
R.21 E.
Town of Schleswig
R.22 E.
Town of Meeme
R.23 E.
Town of Centerville
FOND DU LAC CO.
Town of Marshfield
T.16 N.
T.15 N.
T.14 N.
T.13 N.
Town of Forest
Town of Osceola
Town of Auburn
St. Anna
RHINE
RUSSELL
MOSEL
Edwards
Ada
Rhine Center
Elkhart Lake
Franklin
Howards Grove
Haven
St. Cloud
HERMAN
Johnsonville
Erdman
Glenbeulah
PLYMOUTH
SHEBOYGAN
SHEBOYGAN FALLS
Greenbush
GREENBUSH
Plymouth
Kohler
Sheboygan Falls
Sheboygan
MICHIGAN
LYNDON
MITCHELL
Waldo
LIMA
WILSON
Cascade
Gibbsville
Hingham
SHERMAN
Adell
Oostburg
SCOTT
Beechwood
Batavia
LAKE
Silver Creek
Random Lake
HOLLAND
Cedar Grove
Dacada
Town of Farmington
Town of Fredonia
Town of Belgium
WASHINGTON CO.
OZAUKEE CO.
OZAUKEE CO.
FOND DU LAC CO.
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
*Surface types on town roads not shown
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
CIVIL TOWNS
RUSSELL
RHINE
HERMAN
MOSEL
GREENBUSH
PLYMOUTH
SHEBOYGAN FALLS
SHEBOYGAN
MITCHELL
LYNDON
LIMA
WILSON
SCOTT
SHERMAN
HOLLAND
Grid based on Wisconsin coordinate system, south zone
SHEBOYGAN CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
0
1
2
MILES
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
SHEBOYGAN 59-3

58703 [illegible]

TAYLOR COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

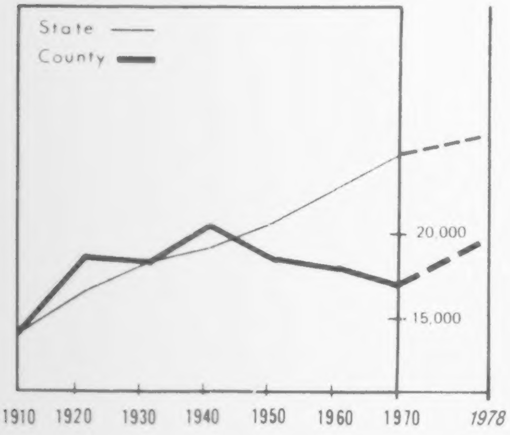
TAYLOR

Recreational orientation is not strong here, like it is in Sawyer, Vilas or Oneida, but it may be part of the reason for the population turnaround (see graph) in the county. There has been real industrial job growth. Dairy country in the south gives way to forests in the north.

POPULATION

1978 population [a]	19,158	% of state	0.41
1970 population [b]	16,958	% of state	0.38
1970-78 change (%)	13.0	State change	5.3 %
Net migration, 1960-70	2,816 out-		
Density, 1978	19.6 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	3,515	3,364	41	37	40	34
18-44	2,221	2,234	26	33	27	34
45-64	1,798	1,717	21	20	21	20
65 & over	1,070	1,039	12	10	12	12
Total	8,604	8,354	100%		100%	

Median age 27.0; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,980; State $ 10,068

Income Groups:	County %	State %
Under $4,000	25	13
$10,000 & over	26	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 89,903; % of state 0.28

Per capita $ 4,723; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 19,301
Farm	$ 10,961
Govn't: state & local	$ 6,102

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,885	$ 199	392
Major Groups:			
Construction	293	$ 294	49
Manufacturing	1,832	$ 238	40
Transp., Util.	215	$ 280	35
Wholesale trade	394	$ 180	22
Retail trade	693	$ 120	118
Finance, Ins., etc.	160	$ 181	20
Services	530	$ 143	67
Government	742	$ 149	37

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	1,598	1,446	19.5	4.9
Nonfarm Proprietors	599	726	9.8	6.2
Wage & Salary Employment (major groups):				
Farm	233	295	4.0	2.1
Construction	178	228	3.1	3.4
Manufacturing	1,016	1,611	21.7	24.9
Transp., Util.	182	181	2.4	3.9
Wholesale trade	232	418	5.6	4.1
Retail trade	567	592	8.0	14.8
Finance, Ins., etc.	78	144	1.9	3.8
Services	487	692	9.3	15.9
Government	1,028	1,044	14.1	15.5
Total (Employment)	6,206	7,401	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,460	297,800
1977	1,480	301,000

% of land in farms, 1978	48	State 54%
Avg. size of farms, 1978	204 ac.	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974 [h]	84 ac.	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 433	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 27,413	State avg. $ 32,493
Total ($1,000's)	$ 40,572	% of state 1.3

Major Groups	($1,000's)	% of State
Dairy products	$ 30,000	1.6
Meat animals	$ 3,791	0.8
Poultry & eggs	$ 767	0.7
Field crops	$ 512	0.2
All vegetables	$ 100	0.05
Specialty crops	$ 1,924	1.6

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 381,500

% of land area 61 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	10,326	39,031	199
Other softwoods	41,506	92,150	403
Oak	13,572	23,468	207
Maple (hard)	39,050	46,396	982
Aspen	58,626	62,830	2,495
Other hardwoods	117,157	171,259	2,141

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ 1,230,000 % of state 0.91

Employment covered by U.C., 1977 (an avg.) [l]

County 4 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		196	1972	219
Sales ($1,000's): 1977	$	43,104	% of state	0.29
1972	$	26,694	% of state	0.29
Sales per capita, 1977: Co.	$	2,285	State avg.	$ 3,226

Sales by kind of business, 1977		($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$	W	—
Gen. merchandise	$	6,637	0.35
Foods	$	8,789	0.29
Automotive	$	9,376	0.30
Gas stations	$	3,765	0.30
Apparel	$	1,011	0.18
Furnit., house equip.	$	2,031	0.30
Eating & drinking places	$	4,226	0.28
Drug stores	$	W	—
Miscellaneous	$	2,610	0.20

WHOLESALE TRADE

No. of establishments: 1977	34	1972	42
Sales ($1,000's): 1977	$ 51,906	% of state	0.26
1972	$ 32,482	% of state	0.30

SERVICE INDUSTRIES

No. of establishments: 1977	102		
Total receipts, 1977 ($1,000's)	$ 3,362	% of state	0.12
Hotel, motels, recreation camps			
No. of establishments: 1977	10	1972	10
Receipts: ($1,000's) 1977	$ 148	% of state	0.05
1972	$ 135	% of state	0.08
Amusements, recreation services			
No. of establishments: 1977	13	1972	11
Receipts: ($1,000's) 1977	$ 599	% of state	0.22
1972	$ 191	% of state	0.11

[m] U.S., Bureau of the Census

TAYLOR COUNTY — A DESCRIPTION

Population graphs for this county and for neighboring Rusk and Price are almost identical. Their economic history is so much alike that only the names need to be changed. Late settlement on land cleared after logging, bringing population increases to 1920, is the story until then. The woodworking base shrank, and many small farms were submarginal. Natives returned during the Depression. After that, people moved in significant numbers to areas with more opportunities. Now the county is attracting outsiders. Jobs are increasing.

Taylor County is in the north-central part of Wisconsin. Its county seat, Medford, is about 50 miles west-northwest of Wausau, and about 180 miles northwest of Madison. The county has a combined agricultural and manufacturing economic base. There is no clear demarcation line, but one can say that the central Wisconsin dairy belt and the north woods meet in this county.

The various glacial advances gave Taylor County its present landscape and soils. The last advance, the Wisconsin ice age, reached Taylor County; terminal or end moraines from that glaciation cross the county from near its northeast corner to near its southwest corner, in a belt 3 to 10 miles wide. This is an area of kettle holes, some large enough to be called lakes, and knobby hills. Most of the better soils for agriculture are in the southeast quarter of the county. A large part of the moraine belt and the area to the north is in the Chequamegon National Forest.

Taylor County reached a population peak in 1940, following the Depression. Return of former residents and blocking of normal out-migration are the explanation for the noticeable growth in the 1930's. This was reversed in the 1940's, but between 1950 and 1960 population decline was only 3.3 percent. Most counties in this section of the state experienced greater losses. A larger rate of loss, 5 percent, was recorded in the 1960's. Now, considerable growth is reported.

High fertility of county residents is illustrated by the large number of persons under 18 in comparison with those 18 to 44. Out-migration has removed significant numbers of young adults. It is estimated that 3,840 more persons moved out of Taylor County than moved in between 1950 and 1960. This amounted to 2,816 in the 1960's. The 1978 population estimate (page 1) implies considerable in-migration.

Incomes are about average for rural-type counties in this region. About 25 percent of the labor force at work within the county is engaged in farming. Manufacturing employs about 21 percent. The employment in service-type occupations is rather low.

There are fewer than half as many farms now than at one time. The better land is still in farms. Remaining farms are larger, with more cropland per farm. Dairying is the chief type of farming. There are several sizable mink ranches.

Foresters estimate that 61 percent of Taylor County has a forest cover. Chief species include pine and other softwoods, and also aspen and hard maple. This area is near paper mills and has large woodworking operations. Sand and gravel are the only mineral products reported in 1977.

Retail sales are rather low on a per capita basis, but relative to income they are quite respectable. Comparative figures for 1977 were income, .28 percent, and retail sales, .29 percent.

Manufacturing in this part of Wisconsin has generally meant processing of milk and timber, with an occasional supplement such as leatherworking or sewing. Taylor County has a shoe factory (Rib Lake), and some newer metalworking operations. A pizza maker has grown, and there is a new plastics operation. Wood products companies are the largest users of labor. A number of residents commuted to factory jobs in other counties at the time the 1970 census was taken, but job growth since the 1974-5 recession has been sizable.

Taylor County was not created until 1875. At that time William R. Taylor was Governor of Wisconsin. The upper reaches of the Black River extend into the county and woodsmen followed it up, seeking out the good pine stands, long before the county was organized. A railroad reached the county in 1872, and sawmills mushroomed along it.

Homesteading was late in much of the county; the western section was settled about 1900. Dairying soon became predominant. Polish and Amish groups have developed parts of the county. The German speaking were most numerous among immigrant groups.

Taylor County has two Soo Line rail lines which serve the principal localities. Medford, the largest city, is on state highway 13, an important north-south road in Wisconsin. Tourist travel is heavy on this road. Commuter flights are available at Marshfield.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	36	40	41
Employees (1,000's)	1.6	1.2	.8
% of state	0.30	0.24	0.16
Total payroll ($ millions)	$ 18.6	$ 8.1	$ 3.9
% of state	0.25	0.17	0.11
Avg. earnings/hr., prod. workers	$ 4.59	$ 2.91	$ 2.21
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 55.9	$ 15.0	$ 7.2
% of state	0.33	0.16	0.10
New mfg. capital expenditures ($ millions)	$ 3.6	$ .7	$ .3
% of state	0.30	0.13	0.06
Value of shipments ($ millions)	$ 96.4	$ 42.4	$ 19.3
% of state	0.25	0.20	0.12

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	5	2	0	1	0
Textiles, apparel, leather	0	0	0	1	0
Wood products, furniture	17	2	1	2	1
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	1	0	0
Metalworking, mach., transport. equip.	4	0	1	0	0
Printing & publishing	1	0	0	0	0
All other types	1	0	1	0	0

Factory jobs per 1,000 population, June, 1978

County 103 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Weather Shield Mfg., Inc.	Medford	Wooden windows, doors, glass products	900-999
Tombstone Pizza Corp.	Medford	Frozen pizzas	200-249
Phillips Plastics Corp.	Medford	Plastics products	200-249
Hurd Millwork Co.	Medford	Window units, patio doors	150-199
Gem Products, Inc.	Rib Lake	Women's shoes, boots	100-149
Conseco, Inc.	Medford	Heat exchangers, pressure vessels	70-99
Northern Kitchens, Inc.	Rib Lake	Kitchen cabinets, vanities	30-49
Drangle Foods, Inc.	Gilman	Cheese	30-49
Brothers Two & Associates Inc.	Rib Lake	Wood products	20-29
Doberstein Lumber & Fence	Medford	Snow fence, railroad ties, etc.	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Memorial Hospital	Medford	Hospital	250-299
Marathon Cheese Corp.	Medford	Cheese packaging	250-299
W & H Fast Foods, Inc.	Medford	Eating place	40-69
James Peterson Sons, Inc.	Medford	Crushed aggregate	40-69
Medford Coop Co.	Medford	General store	40-69

MANUFACTURING — ANALYSIS

This is one of several northern Wisconsin counties that has grown remarkably in the last decade. Jobs reached a total of about 1,970 in June of 1978. However, the March 1979 (latest available data) figure is noticeably smaller. Woodworking is predominant in this area, and expansions by Weather Shield largely account for the amazing growth. Almost new is a branch of Phillips Plastics.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 4,125	% of state	0.28
Per capita [r]	$ 219	State avg.	$ 320
Full value rate [s]	$ 19.16	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 239	% of state	0.33
Per capita [r]	$ 12,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 6,238	% of state	6.18

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,735	0.24
Corporate income	$ 651	0.25
Sales and use	$ 2,416	0.34

State Shared Taxes	($1,000's)	% of state
Total	$ 958	0.32
State Aids		
Payment to school districts	$ 3,652	0.58
Health & social services (co. govt. only)	$ 1,323	0.31
Transportation	$ 1,090	0.90

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Gilman, vil.	328	435	32.6
Lublin, vil.	143	141	-1.4
Rib Lake, vil.	782	883	12.9
Stetsonville, vil.	305	424	39.0
Medford, city	3,454	4,064	17.7

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	377	% of state	0.28

Valuation per unit, 1978:

$ 36,251	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 26,764	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	127	14,798	0.42
Manufacturing	23	5,488	0.58
Commercial	28	2,409	0.31
Amusement & recreation	3	324	0.27
Hotels, motels, etc.	3	48	0.10

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 628,480; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 5,270; **Total number of lakes** 283; **Lakes with public access** 39

Total public land designated for recreation use 147,868 acres: **Federal-** 122,021 acres; **State-** 8,057 acres; **County-** 17,072 acres; **Other public areas** [y] 718 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 15; **Canoe pick-up services** 1

Swimming [z] 13 areas

Fishing: Sample of fish caught—Panfish, northern, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 95 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 48 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 2 areas, 22 miles

Hunting 157,028 acres

OF SPECIAL INTEREST Chequamegon National Forest, Jump River Town Hall, Perkinstown Winter Sports Area

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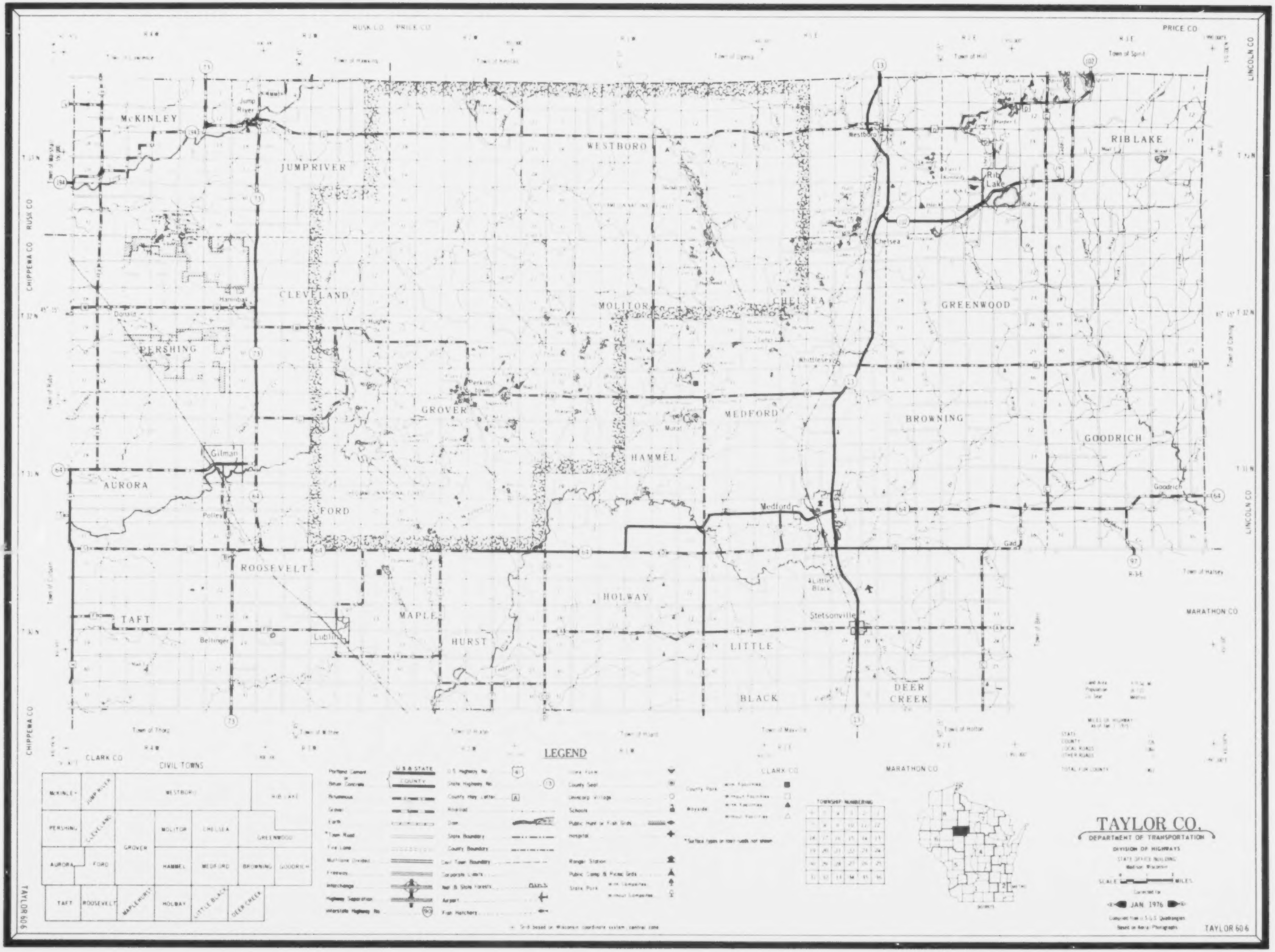
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


TAYLOR CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected to
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
TAYLOR 60-6
LEGEND
CIVIL TOWNS
TOWNSHIP NUMBERING
McKINLEY
JUMP RIVER
WESTBORO
RIB LAKE
PERSHING
CLEVELAND
GROVER
MOLITOR
CHELSEA
GREENWOOD
AURORA
FORD
HAMMEL
MEDFORD
BROWNING
GOODRICH
TAFT
ROOSEVELT
MAPLEHURST
HOLWAY
LITTLE BLACK
DEER CREEK
MAPLE
HURST
HOLWAY
LITTLE
BLACK
DEER CREEK
Medford
Gilman
Stetsonville
Westboro
Chelsea
Rib Lake
Jump River
Goodrich
Polley
Lublin
Hughes
Donald
Hannibal
Bellinger
Whittlesey
Perkinstown
Little Black
Gad
RUSK CO
PRICE CO
LINCOLN CO
MARATHON CO
CLARK CO
CHIPPEWA CO
T 31 N
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13
64
73
102
97

58703 58640

TREMPEALEAU COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

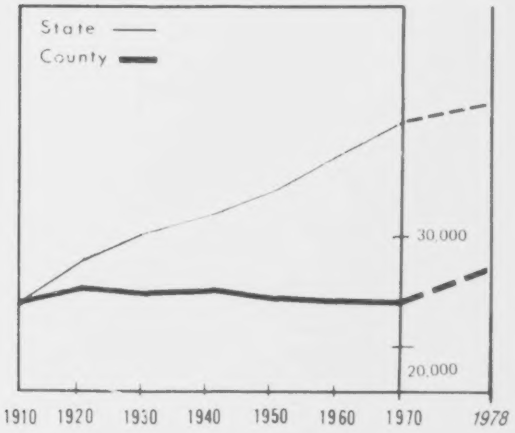
TREMPEALEAU

The population turnaround (see graph) so common in rural-type counties of Wisconsin has happened here. Solid job growth has occurred since 1970, but the latest data are less favorable. Farming is important in this hilly, scenic country.

POPULATION

1978 population [a]	25,408	% of state	0.55
1970 population [b]	23,344	% of state	0.53
1970-78 change (%)	8.8	State change	5.3 %
Net migration, 1960-70	1,478 out-		
Density, 1978	34.4 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	4,216	3,944	35	37	34	34
18-44	3,170	3,135	27	33	27	34
45-64	2,686	2,519	23	20	22	20
65 & over	1,760	1,914	15	10	17	12
Total	11,832	11,512	100%		100%	

Median age 32.5; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,391; State $ 10,068

Income Groups:	County %	State %
Under $4,000	24	13
$10,000 & over	32	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 137,758; % of state 0.43

Per capita $ 5,609; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 24,283
Farm	$ 20,926
Govn't: state & local	$ 11,767

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	7,311	$ 149	607
Major Groups:			
Construction	321	$ 176	74
Manufacturing	2,183	$ 178	56
Transp., Util.	235	$ 185	46
Wholesale trade	316	$ 157	44
Retail trade	1,387	$ 99	203
Finance, Ins., etc.	187	$ 167	37
Services	992	$ 111	94
Government	1,523	$ 163	46

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	2,225	2,058	16.8	4.9
Nonfarm Proprietors	1,125	1,256	10.2	6.2
Wage & Salary Employment (major groups):				
Farm	593	880	7.2	2.1
Construction	238	226	1.8	3.4
Manufacturing	1,339	2,267	18.5	24.9
Transp., Util.	196	237	1.9	3.9
Wholesale trade	53	337	2.7	4.1
Retail trade	1,188	1,411	11.5	14.8
Finance, Ins., etc.	159	181	1.5	3.8
Services	1,245	1,539	12.5	15.9
Government	1,668	1,826	14.9	15.5
Total (Employment)	10,045	12,272	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,990	411,700
1977	2,000	412,200

% of land in farms, 1978	87	State 54 %
Avg. size of farms, 1978	207 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	106 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 479	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 31,945	State avg. $ 32,493
Total ($1,000's)	$ 63,890	% of state [illegible] 0

Major Groups	($1,000's)	% of State
Dairy products	$ 36,250	1.9
Meat animals	$ 9,694	1.9
Poultry & eggs	$ 9,012	7.7
Field crops	$ 5,301	1.8
All vegetables	$ 822	0.4
Specialty crops	$ 2,200	1.8

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 111,100

% of land area 24 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		22
Other softwoods	1,351	3,288	0
Oak	43,023	147,744	1,865
Maple (hard)	4,685	14,721	13
Aspen	9,440	16,919	23
Other hardwoods	30,605	65,792	150

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Stone

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 15 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		337	1972	367
Sales ($1,000's):	1977	$ 63,210	% of state	0.42
	1972	$ 39,085	% of state	0.42
Sales per capita, 1977: Co.		$ 2,503	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 6,444	0.65
Gen. merchandise	$ 1,836	0.10
Foods	$ 15,200	0.49
Automotive	$ 16,231	0.53
Gas stations	$ 6,720	0.54
Apparel	$ 1,027	0.18
Furnit., house equip.	$ 1,056	0.16
Eating & drinking places	$ 7,086	0.47
Drug stores	$ 1,035	0.27
Miscellaneous	$ 6,576	0.47

WHOLESALE TRADE

No. of establishments:	1977	64	1972	66
Sales ($1,000's):	1977	$ 53,813	% of state	0.27
	1972	$ 35,065	% of state	0.32

SERVICE INDUSTRIES

No. of establishments: 1977 213

Total receipts, 1977 ($1,000's) $ 6,394 % of state 0.23

Hotel, motels, recreation camps

No. of establishments:	1977	11	1972	13
Receipts: ($1,000's)	1977	$ 414	% of state	0.15
	1972	$ 366	% of state	0.21

Amusements, recreation services

No. of establishments:	1977	17	1972	19
Receipts: ($1,000's)	1977	$ 461	% of state	0.17
	1972	$ 583	% of state	0.33

[m] U.S., Bureau of the Census

TREMPEALEAU COUNTY — A DESCRIPTION

The population graph shows little or no change in population between 1910 and 1970, but now considerable growth. Factory jobs have increased greatly in the 1970's, but some people moving into the county might like other things about this scenic area.

Trempealeau County, in west-central Wisconsin, is part of the so-called "coulee" section of western Wisconsin's upland region. Narrow, tree-covered ridges and broad, rolling valleys are characteristic. Some of the bluffs rise 400 to 500 feet above the Mississippi River bottoms.

This part of Wisconsin is basically agricultural, but Trempealeau County has a larger number of factory jobs than many western Wisconsin counties of similar topography. It has several communities that are well situated to draw agricultural raw materials from parts of adjacent counties. It has a population density of about 34 persons per square mile, which is above average for this section.

Trempealeau County reached a first population peak (24,506) in 1920. There had been little change since 1900. Inhabitants of Trempealeau County are older on the average than are Wisconsin residents, but a number of rural-type counties have a similar age distribution. Out-migration took its toll mainly from young adults. Between 1950 and 1960 an estimated 2,820 more persons moved out of the county than in, but this was pared to 1,478 in the 1960's. In-migration is occurring this decade.

Median family incomes were $7,391 in 1969, compared to a statewide figure of $10,068. The county figure is similar to the average in neighboring counties. Retail sales in 1977 were reported to be .42 percent of the state total, while personal income in 1977 was estimated to be .43 percent. This indicates a relatively strong commercial position. The lumber (etc.) group was the strongest—typical for this type of a county.

About 24 percent of the work force employed within the county was engaged in agricultural pursuits in 1977. On the other hand, 18.5 percent were employed in manufacturing. Many residents commute daily or periodically to areas outside the county. Doubtless Eau Claire and La Crosse in Wisconsin and Winona in Minnesota provide many of these jobs. Before the 1974-5 recession factory jobs reached 1,900.

About 87 percent of the entire land area is in farms. Cropland is about 105 acres per farm. Farm income is as high, on the average, as for all of Wisconsin. Although dairying is predominant, Trempealeau County has some large-scale broiler operations, giving the county first rank in the state.

Foresters estimate that one-fourth of Trempealeau County has a forest cover. The state is about 43 percent forested. Leading species are red oak, white oak and aspen. Mineral production is small.

Trempealeau is among the counties that have gained manufacturing jobs in recent years. Processing of local farm products and of timber continues. A farm equipment industry and two or three smaller plants give the county some metalworking. In general, the industry is diversified.

Trempealeau County's name goes back to the early French explorers. They built a fort at a hill on the Mississippi River and described the hill as "la montagne qui tremp a l'eau" (the mountain that is steep in water). Settlement, mainly by easterners, began in the 1840's. By the time of the Civil War Norwegian settlers came in large numbers, with some Germans, Irish, and others. There was not much interest in local timber—mostly oak, with scattered prairie openings. Wheat production gained rapidly as soon as land was broken. The village of Trempealeau was a major transportation terminal, where wheat was transferred from wagons to steamboats.

Dairy farming developed later in this section than in some places because the wheat-growing economy persisted. By the 1880's butter production took on importance, and the creamery was for long a key agricultural institution.

Trempealeau County is served by three rail lines: the Burlington-Northern, the Green Bay & Western, and the Chicago & North Western. The Great River Road, state highway 35, follows the base of the bluffs in this scenic area. U.S. highway 53 crosses the county north and south, joining La Crosse and Eau Claire, while U.S. 10, into the Twin Cities, is the major east-west road. Scheduled flights are available at Eau Claire and La Crosse.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	57	52	53
Employees (1,000's)	2.1	1.5	1.2
% of state	0.39	0.30	0.23
Total payroll ($ millions)	$ 20.4	$ 9.3	$ 5.9
% of state	0.28	0.20	0.16
Avg. earnings/hr., prod. workers	$ 4.55	$ 2.92	$ 2.25
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 45.2	$ 23.4	$ 10.9
% of state	0.27	0.25	0.16
New mfg. capital expenditures ($ millions)	$ 3.4	$ 3.6	$ 1.0
% of state	0.29	0.67	0.20
Value of shipments ($ millions)	$ 223.3	$ 125.0	$ 73.6
% of state	0.57	0.59	0.48

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	3	0	1	1
Textiles, apparel, leather	0	0	1	0	0
Wood products, furniture	11	2	1	1	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	6	0	0	2	0
Metalworking, mach., transport. equip.	8	1	0	1	1
Printing & publishing	8	1	0	0	0
All other types	8	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 91 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Galesville Mfg. Corp.	Galesville	Farm equipment	250-299
A-G Cooperative Creamery	Arcadia	Poultry processing (broilers)	250-299
Arcadia Furniture Corp.	Arcadia	Non-upholstered furniture	200-249
Gale Packing Co.	Galesville	Canned vegetables (seasonal)	200-249
Northern Engraving Co.	Galesville	Products identification, decoration items	150-199
L.C.I., Gale Prods. Div.	Galesville	Plastics products	150-199
AMPI	Blair	Cheese	100-149
Gopher Glove Mfg. Co.	Independence	Leather gloves	50-69
Etco Industries	Ettrick	Metal giftware	50-69
LTD	Osseo	Fabricated structural metal products	50-69

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Tri-County Memorial Hospital	Whitehall	Hospital	100-149
St. Joseph Hospital	Arcadia	Hospital	100-149
Grand View Home, Inc.	Blair	Nursing home	70-99
Strum Nursing Home, Inc.	Strum	Nursing home	70-99
Trempealeau Electric Coop.	Arcadia	Utility	50-69

MANUFACTURING — ANALYSIS

Although this county has registered some sizable job gains over the last decade or so, its job picture seems to be exceedingly uneven. For example in June of 1978, its job total was about 2,300, but it was down to 1,850 in March 1979 (latest data available). The furniture company at Arcadia has announced a large expansion program.

[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 6,655	**% of state**	0.45
Per capita [r]	$ 264	**State avg.**	$ 320
Full value rate [s]	$ 19.49	**State avg.**	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 380	**% of state**	0.52
Per capita [r]	$ 15,100	**State avg.**	$ 15,900
Manufacturing real estate ($1,000's)	$ 10,670	**% of state**	0.30

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 3,690	0.33
Corporate income	$ 954	0.36
Sales and use	$ 3,308	0.47

State Shared Taxes	($1,000's)	% of state
Total	$ 1,468	0.48
State Aids		
Payment to school districts	$ 4,802	0.76
Health & social services (co. govt. only)	$ 2,590	0.60
Transportation	$ 1,037	0.86

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Eleva, vil.	574	618	7.7
Ettrick, vil.	463	464	0.2
Pigeon Falls, vil.	198	275	38.9
Strum, vil.	738	866	17.3
Trempealeau, vil.	743	844	13.6
Arcadia, city	2,159	2,288	6.0

	1970	1978 [t]	% Change 1970-78
Blair, city	1,036	1,142	10.2
Galesville, city	1,162	1,264	8.8
Independence, city	1,036	1,119	8.0
Osseo, city	1,356	1,488	9.7
Whitehall, city	1,486	1,595	7.3

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 596 % of state 0.44

Valuation per unit, 1978:

$ 30,836 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 28,509 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	172	18,366	0.52
Manufacturing	36	6,376	0.68
Commercial	45	2,528	0.33
Amusement & recreation	6	647	0.55
Hotels, motels, etc.	1	59	0.12

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 474,200; **Great Lakes/Mississippi shoreline** 10 miles.

Acreage of named lakes 400; **Total number of lakes** 27; **Lakes with public access** 13

Total public land designated for recreation use 6,339 acres; **Federal-** 1,208 acres; **State-** 4,559 acres; **County-** 28 acres; **Other public areas** [y] 544 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 23; **Canoe pick-up services** 0

Swimming [z] 10 areas

Fishing: Sample of fish caught—Panfish, trout, northern, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 432 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 32 miles

Downhill skiing [z] 1 areas, 6 runs

Cross country skiing [z] 2 areas, 19 miles

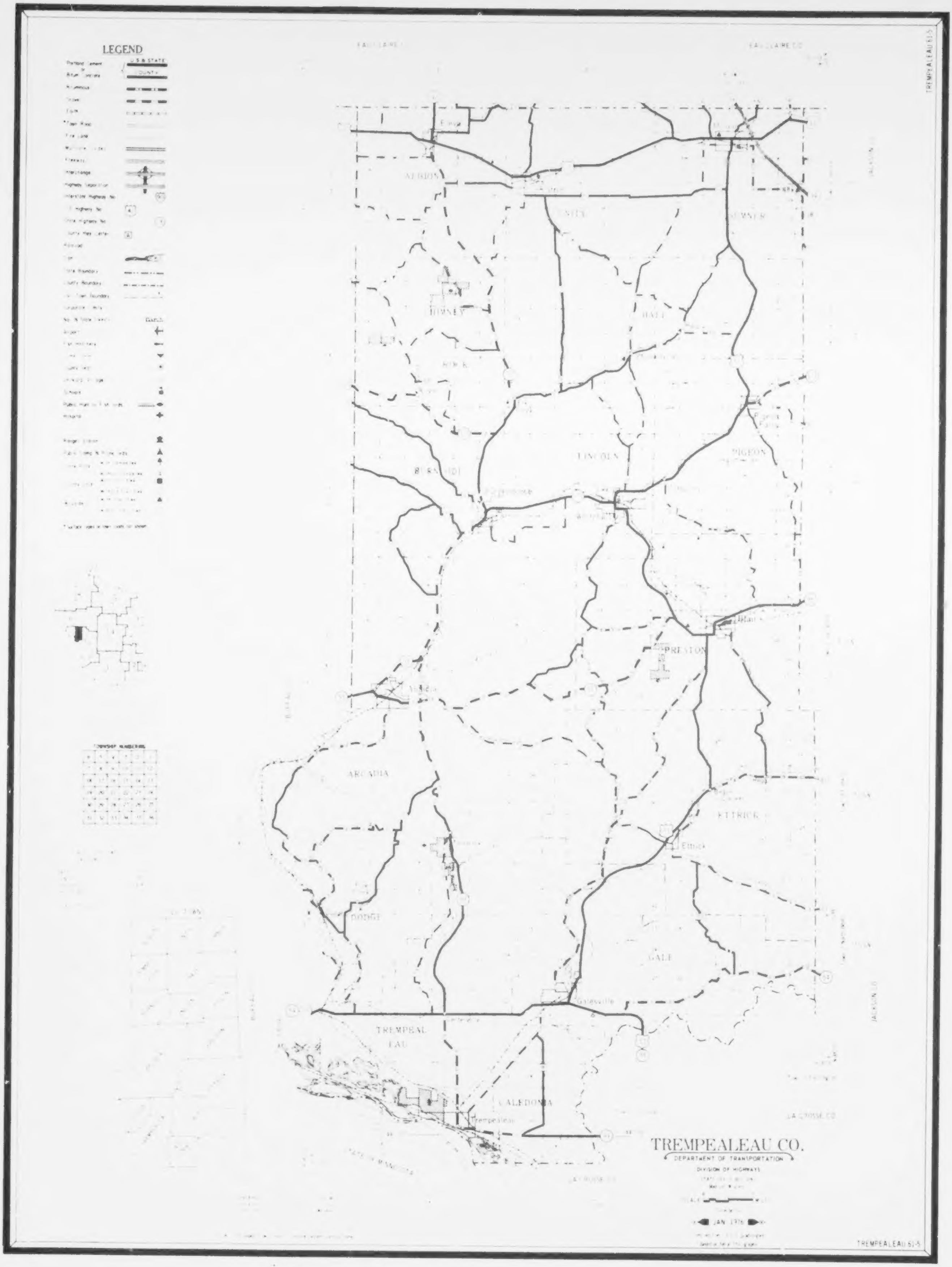
Hunting 10,312 acres

OF SPECIAL INTEREST Black River Water Trail, Chimney Rocks, Perrot State Park, Trempealeau Bluffs, Upper Mississippi National Wildlife Refuge

[x] Courtesy of Burea of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
U.S. & STATE
COUNTY
Bituminous
Gravel
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Boundary
Airport
Schools
EAU CLAIRE CO.
Eleva
ALBION
Strum
UNITY
SUMNER
Osseo
CHIMNEY
ROCK
HALE
Pigeon Falls
LINCOLN
PIGEON
BURNSIDE
Independence
Whitehall
Blair
PRESTON
Arcadia
ARCADIA
ETTRICK
Ettrick
DODGE
GALE
Galesville
TREMPEALEAU
CALEDONIA
Trempealeau
LA CROSSE CO.
TREMPEALEAU 61-5

TREMPEALEAU CO.

DEPARTMENT OF TRANSPORTATION

DIVISION OF HIGHWAYS

JAN. 1976

S8703 S8670

VERNON COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

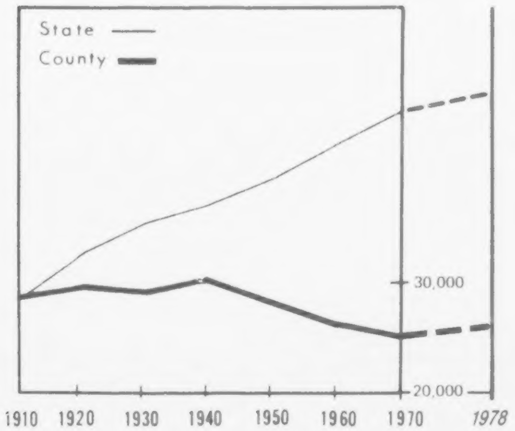
VERNON

Farming is still king in this county. Tobacco is grown on the better soils around Viroqua. Factory jobs, still small in number, have increased lately. Some population growth is indicated. Hilly country, especially along the Mississippi, provides great scenery.

POPULATION

1978 population [a]	25,042	% of state	0.54
1970 population [b]	24,557	% of state	0.56
1970-78 change (%)	2.0	State change	5.3 %
Net migration, 1960-70	2,099 out-		
Density, 1978 31.1 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	4,292	4,112	35	37	33	34
18-44	3,251	3,277	26	33	27	34
45-64	2,915	2,825	24	20	23	20
65 & over	1,833	2,052	15	10	17	12
Total	12,291	12,266	100%		100%	

Median age 34.3; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 6,652; State $ 10,068

Income Groups:	County %	State %
Under $4,000	29	13
$10,000 & over	29	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $ 135,216; % of state 0.42
Per capita $ 5,442; State average $ 6,864
Three largest income sources, 1977 ($1,000's):

Farm	$ 29,160
Gov't, state & local	$ 11,863
Services	$ 9,786

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	5,460	$ 138	499
Major Groups:			
Construction	296	$ 184	54
Manufacturing	850	$ 154	39
Transp., Util.	280	$ 174	29
Wholesale trade	646	$ 157	41
Retail trade	1,077	$ 102	162
Finance, Ins., etc.	185	$ 182	33
Services	927	$ 110	83
Government	1,114	$ 137	50

EMPLOYMENT BY PLACE OF WORK [e]

			1977 % Distr.	
	1971	1977	Co.	Wis.
Farm Proprietors	3,082	2,971	26.9	4.9
Nonfarm Proprietors	1,045	1,145	10.4	6.2
Wage & Salary Employment (major groups):				
Farm	503	670	6.1	2.1
Construction	104	203	1.8	3.4
Manufacturing	322	636	5.7	24.9
Transp., Util.	224	306	2.8	3.9
Wholesale trade	497	565	5.1	4.1
Retail trade	905	1,051	9.5	14.8
Finance, Ins., etc.	118	184	1.7	3.8
Services	1,291	1,475	13.3	15.9
Government	1,688	1,813	16.4	15.5
Total (Employment)	9,788	11,065	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	2,590	441,500
1977	2,600	442,800

% of land in farms, 1978	86	State 54%
Avg. size of farms, 1978	170 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	71 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 753	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 24,507	State avg. $ 32,493
Total ($1,000's)	$ 63,719	% of state 2.0

Major Groups	($1,000's)	% of State
Dairy products	$ 42,205	2.2
Meat animals	$ 10,051	2.0
Poultry & eggs	$ 288	0.2
Field crops	$ 8,852	3.1
All vegetables	$ 66	0.04
Specialty crops	$ 1,542	1.3

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 141,800

% of land area 28 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		0
Other softwoods	1,304	3,926	0
Oak	62,236	212,144	1,658
Maple (hard)	6,794	21,339	212
Aspen	13,193	24,143	33
Other hardwoods	36,197	71,001	364

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Stone

Value of product $ Withheld % of state —

Employment covered by U.C., 1977 (an avg.)[l]

County 2 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	273	1972	302
Sales ($1,000's): 1977	$ 46,323	% of state	0.31
1972	$ 30,583	% of state	0.33
Sales per capita, 1977: Co.	$ 1,855	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 4,584	0.47
Gen. merchandise	$ 1,372	0.07
Foods	$ 11,451	0.63
Automotive	$ 7,766	0.26
Gas stations	$ 5,682	0.45
Apparel	$ 3,300	0.59
Furnit., house equip.	$ 2,225	0.33
Eating & drinking places	$ 5,236	0.35
Drug stores	$ 1,597	0.42
Miscellaneous	$ 3,110	0.20

WHOLESALE TRADE

No. of establishments: 1977	44	1972	61
Sales ($1,000's): 1977	$ 43,824	% of state	0.22
1972	$ 51,233	% of state	0.47

SERVICE INDUSTRIES

No. of establishments: 1977 196

Total receipts, 1977 ($1,000's) $ 4,962 % of state 0.19

Hotel, motels, recreation camps

No. of establishments: 1977	11	1972	18
Receipts: ($1,000's) 1977	$ 237	% of state	0.09
1972	$ 254	% of state	0.15

Amusements, recreation services

No. of establishments: 1977	14	1972	15
Receipts: ($1,000's) 1977	$ 631	% of state	0.23
1972	$ 623	% of state	0.35

[m] U.S., Bureau of the Census

VERNON COUNTY — A DESCRIPTION

Vernon is one of the more agricultural of all Wisconsin counties, but factory jobs increased remarkably between 1975 and 1979. It has a landscape characterized by generally narrow ridges and valleys. The sides of the valleys are usually steep and wooded. There are some broader ridges, such as the north-south one through the center of the county, on which Viroqua and Westby are located. This part of the county has an extensive area with black prairie soil, which accounts for a sizable tobacco-growing industry.

Population declined rather noticeably in this part of Wisconsin in the 1950-60 decade. Vernon County reached a peak population of 29,940 in 1940, after having had a nearly stable population since 1900. There was some tendency for former residents to return to this section during the Depression, but out-migration soon began again. Over 5,000 more persons moved out than moved into the county in the 1950-60 period. In the sixties this was reduced to about 2,000. The population losses were concentrated among youths and young adults, so that the proportion of residents 18 to 44 years of age is below the state average—though not unlike the proportion in most rural counties of Wisconsin. The proportion of older persons is considerably above the state average. The population estimate for 1978 (page 1) shows a little growth since 1970. Not many houses are being built.

Incomes are a little low even for the western Wisconsin upland section. The 1969 median family income was $6,652, compared with a statewide figure of $10,068. Retail sales in 1977 of county stores were .31 percent of all Wisconsin sales. (The total county personal income was estimated, in 1977, at .42 percent.)

Of all jobs in the county in 1977, about 33 percent were in agricultural pursuits. In season, there are a sizable number of jobs connected with processing the tobacco crop. Many workers commute to other counties in Wisconsin or to neighboring states. Factory jobs peaked at about 550 before the 1974-5 recession, but the 1979 figure is over 800.

Although farms are fewer and larger here too, cropland per farm is still relatively small (about 71 acres), because of the hilly terrain. Dairying is the chief source of farm income, but beef cattle are another important source of income, and tobacco is a significant cash crop. The average sales per farm are below the state average. About 660 farm operators reported that they worked off their farms more than 100 days during 1969 (latest data).

Forested area is estimated to be 141,800 acres, or less than one-third of the county's land area. The principal species are red oak, white oak, and elm. Mineral production consists mainly of crushed limestone (dolomite) for road construction and agricultural uses. Dimension limestone for building purposes is quarried periodically.

Manufacturing jobs in Vernon County are no longer limited largely to food products (principally dairy) and lumber products. Some metal-working has been added to the industrial base. The NCR plant is a significant recent addition. Two sewing operations are now reported.

Settlement began after the Black Hawk War, a final phase of which is identified with the Bad Axe River section. The county was called Bad Axe originally, but the name "Vernon" was suggested to convey the impression of greenness that wheat fields (of early decades of settlements) and trees gave the viewers. The county had a period of wheat raising before dairying took the predominant role, in the 1880's. The main immigrant group here was Norwegians.

The Burlington-Northern provides rail service to towns along the river. The former Milwaukee Road, which served Viroqua and several other localities in the central part of the county, has new ownership, and is called the Chicago, Madison, and Northern. Important highways include U.S. 14 (Madison-LaCrosse) and the Great River Road (State 35). Scheduled flights are available at La Crosse.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	47	45	42
Employees (1,000's)	.6	.5	.3
% of state	0.11	0.10	0.06
Total payroll ($ millions)	$ 5.4	$ 3.0	$ 1.2
% of state	0.07	0.06	0.0
Avg. earnings/hr., prod. workers	$ 4.87	$ 2.87	$ 1.80
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 19.6	$ 10.2	$ 3.6
% of state	0.12	0.11	0.05
New mfg. capital expenditures ($ millions)	$ .8	$ .5	$ .2
% of state	0.07	0.09	0.04
Value of shipments ($ millions)	$ 48.0	$ 28.9	$ 16.4
% of state	0.12	0.14	0.11

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	13	4	0	0	0
Textiles, apparel, leather	2	1	0	1	0
Wood products, furniture	3	1	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	1	1	0	1	0
Printing & publishing	5	0	0	1	0
All other types	3	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 33 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
National Cash Register Co.	Viroqua	Printed forms	150-199
Nelson Industries, Inc.	Viroqua	Mufflers, etc.	100-149
KPB Industrial	Hillsboro	Fabricated textile products	100-149
Meca Sportswear, Inc.	Ontario	Jackets for schools	50-69
Webster Lumber Co.	Westby	Millwork	30-49
Westby Coop Creamery Co.	Westby	Fluid milk	30-49
Schroer Hardwood Co.	LaFarge	Wood products	30-49
Coon Valley Coop Creamery	Coon Valley	Cheese	20-29
Kickapoo Stove Works, Ltd.	LaFarge	Wood-burning stoves	20-29
Warner Creek Cheese, Inc.	Hillsboro	Cheese	20-29

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Kickapoo Oil Co., Inc.	Hillsboro	Petroleum products distribution	250-299
St. Joseph Memorial Hospital	Hillsboro	Hospital	150-199
The Vernon Hospital	Viroqua	Hospital	150-199
The Bethel House of Viroqua	Viroqua	Nursing home	100-149
Vernon Electric Coop	Westby	Utility	50-69

MANUFACTURING — ANALYSIS

This is still one of our most lightly industrialized counties, but some two or three hundred jobs have been added in the last decade. In March of 1979 the job figure (latest data available) had reached 830. Plant expansion activity was very modest in the last two-three years.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 6,493	% of state	0.44
Per capita [r]	$ 260	State avg.	$ 320
Full value rate [s]	$ 17.98	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 399	% of state	0.54
Per capita [r]	$ 16,000	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 4,823	% of state	0.14

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 3,544	0.32
Corporate income	$ 730	0.28
Sales and use	$ 3,220	0.46

State Shared Taxes	($1,000's)	% of state
Total	$ 1,732	0.57
State Aids		
Payment to school districts	$ 4,769	0.76
Health & social services (co. govt. only)	$ 2,090	0.49
Transportation	$ 1,228	1.01

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Chaseburg, vil.	224	269	20.1
Coon Valley, vil.	596	707	18.6
De Soto, vil.*	295	277	-6.1
Genoa, vil.	305	320	4.9
La Farge, vil.	748	663	-11.4
Ontario, vil.	392	407	3.8

	1970	1978 [t]	% Change 1970-78
Readstown, vil.	395	316	-20.0
Stoddard, vil.	750	872	16.3
Hillsboro, city	1,231	1,194	-3.0
Viroqua, city	3,739	3,636	-2.7
Westby, city*	1,568	1,777	13.3

*Total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 207 % of state 0.15

Valuation per unit, 1978:

$ 37,887 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 29,357 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	118	9,595	0.27
Manufacturing	13	2,582	0.27
Commercial	36	3,003	0.39
Amusement & recreation	6	337	0.28
Hotels, motels, etc.	0	0	—

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 518,400; Great Lakes/Mississippi shoreline 20 miles.

Acreage of named lakes 190, Total number of lakes 54; Lakes with public access 3

Total public land designated for recreation use 10,680 acres; Federal- 6,834 acres; State- 3,605 acres; County- 5 acres; Other public areas [y] 236 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 25; Canoe pick-up services 3

Swimming [z] 4 areas

Fishing: Sample of fish caught—Panfish, trout, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 0 nine hole

Camping (developed & primitive) [z] 600 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 5 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 1 areas, 8 miles

Hunting 15,815 acres

OF SPECIAL INTEREST Contour Farming-Coon Valley, Hay Valley Archeological District, Kickapoo River Natural Areas, Kickapoo River Water Trail, Rockton Archeological District, Upper Mississippi National Wildlife Refuge

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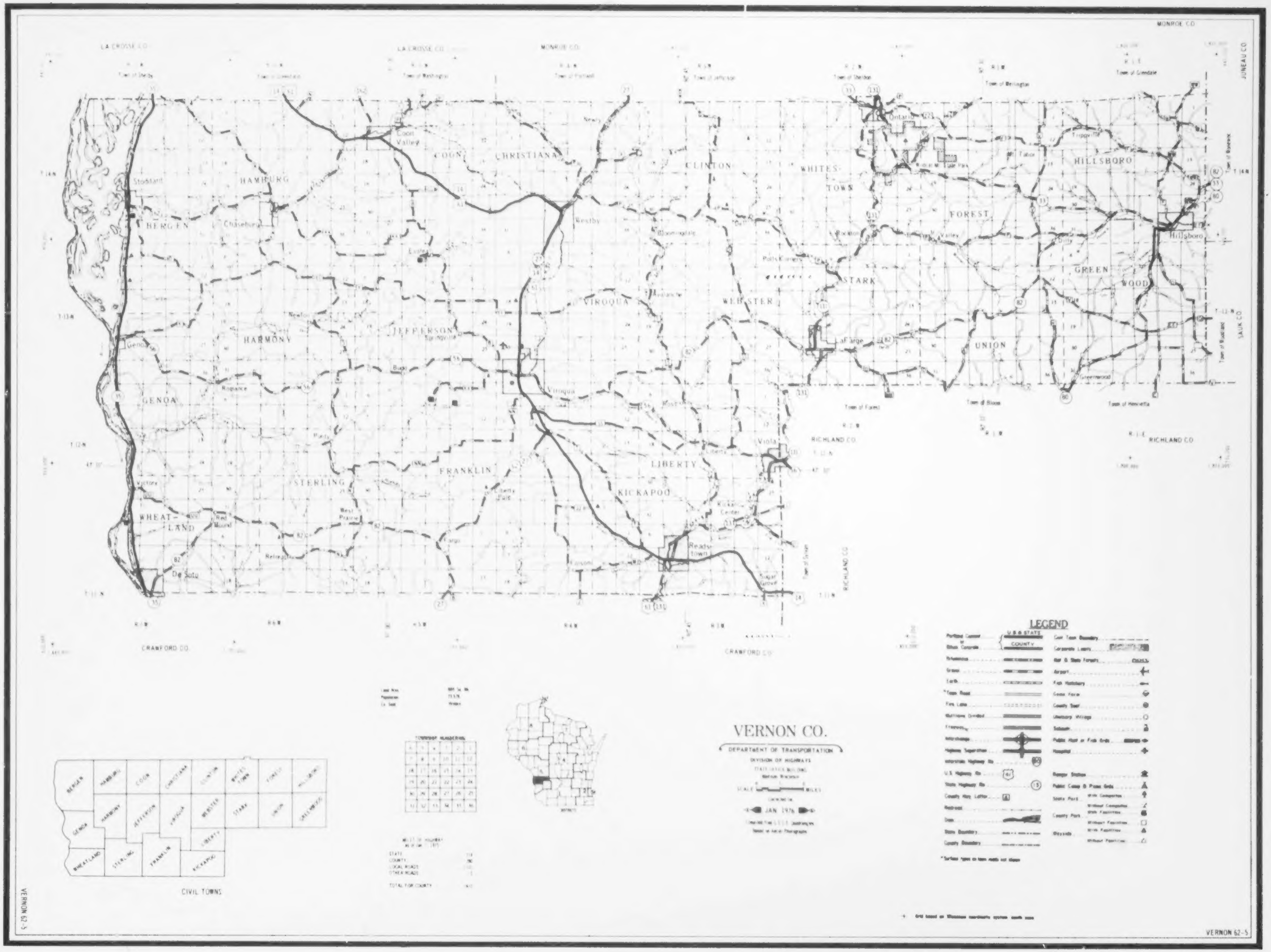
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


VERNON CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
Madison, Wisconsin
SCALE
MILES
JAN 1976
LEGEND
U.S. & STATE
COUNTY
*Surface types on town roads not shown
LA CROSSE CO.
MONROE CO.
JUNEAU CO.
SAUK CO.
RICHLAND CO.
CRAWFORD CO.
Town of Shelby
Town of Washington
Town of Portland
Town of Jefferson
Town of Sheldon
Town of Wellington
Town of Glendale
Town of Forest
Town of Bloom
Town of Henrietta
Town of Westford
Town of Ironton
Town of Seven
BERGEN
HAMBURG
COON
CHRISTIANA
CLINTON
WHITESTOWN
FOREST
HILLSBORO
HARMONY
JEFFERSON
VIROQUA
WEBSTER
STARK
UNION
GREENWOOD
GENOA
STERLING
FRANKLIN
LIBERTY
KICKAPOO
WHEATLAND
Stoddard
Chaseburg
Coon Valley
Westby
Ontario
Hillsboro
Genoa
Romance
Viroqua
La Farge
Viola
Readstown
De Soto
Victory
Red Mound
West Prairie
Retreat
Liberty Pole
Folsom
Soldiers Grove
Kickapoo Center
Avalanche
Bloomingdale
Newry
Valley
Rockton
Tripoli
Mt. Tabor
Greenwood
Springville
Esofea
Bud
Fargo
Rising Sun
Towerville
TOWNSHIP NUMBERING
CIVIL TOWNS
VERNON 62-5

S 8703   S 8690

VILAS COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

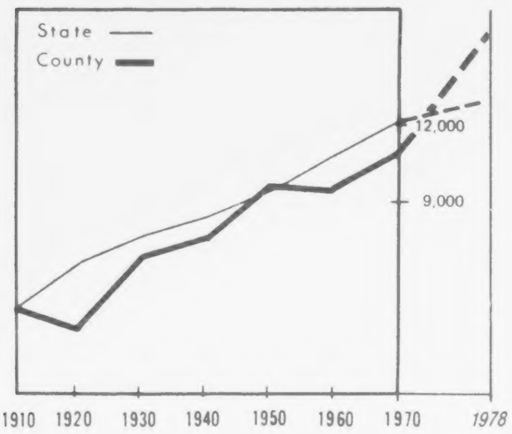
VILAS

Demographers believe that this is Wisconsin's fastest-growing county. This is Land O'Lakes country, and is best known for its recreational assets. Trade and services (lodging, etc.) generate the most income. Yet, there are a number of factory jobs.

POPULATION

1978 population [a]	14,966	% of state	0.32
1970 population [b]	10,958	% of state	0.25
1970-78 change (%)	36.6	State change	5.3 %
Net migration, 1960-70	1,449 in-		
Density, 1978	17.3 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male		% Distribution Female	
			Co.	Wis.	Co.	Wis.
Under 18	1,784	1,690	32	37	31	34
18-44	1,355	1,369	25	33	25	34
45-64	1,360	1,534	25	20	28	20
65 & over	973	893	18	10	16	12
Total	5,472	5,486	100%		100%	

Median age 38.6; State median 27.2

INCOME

FAMILY INCOME (1970 census)

Median: County $ 6,956; State $ 10,068

Income Groups:	County %	State %
Under $4,000	26	13
$10,000 & over	29	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 70,555; % of state 0.22

Per capita $ 5,064; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Retail trade	$ 8,557
Services	$ 7,762
Govn't, state & local	$ 5,062

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,891	$ 139	596
Major Groups:			
Construction	403	$ 203	114
Manufacturing	620	$ 139	39
Transp., Util.	111	$ 208	21
Wholesale trade	171	$ 230	18
Retail trade	1,190	$ 110	200
Finance, Ins., etc.	125	$ 205	25
Services	1,624	$ 123	143
Government	614	$ 171	31

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	64	49	0.9	4.9
Nonfarm Proprietors	838	1,029	18.8	6.2
Wage & Salary Employment (major groups):				
Farm	140	115	2.1	2.1
Construction	224	315	5.8	3.4
Manufacturing	474	577	10.6	24.9
Transp., Util.	43	85	1.6	3.9
Wholesale trade	108	184	3.4	4.1
Retail trade	581	1,102	20.2	14.8
Finance, Ins., etc.	60	112	2.0	3.8
Services	730	1,002	18.3	15.9
Government	756	893	16.3	15.5
Total (Employment)	4,053	5,472	—	—

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[a] Wis. Dept of Administration. *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	40	6,900
1977	40	6,900

% of land in farms, 1978	1	State 54 %
Avg. size of farms, 1978	172 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	50 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 416	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 36,400	State avg. $ 32,493
Total ($1,000's)	$ 1,456	% of state 0.05

Major Groups	($1,000's)	% of State
Dairy products	$ 89	0.005
Meat animals	$ 110	0.02
Poultry & eggs	$ 12	0.01
Field crops	$ 5	0.001
All vegetables	$ 509	0.3
Specialty crops	$ 655	0.5

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 445,800

% of land area 80 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	76,528	284,445	1,174
Other softwoods	59,297	160,527	453
Oak	23,708	38,614	314
Maple (hard)	41,814	81,675	1,131
Aspen	88,014	74,822	3,827
Other hardwoods	91,466	95,916	1,883

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ 515,000 % of state 0.38

Employment covered by U.C., 1977 (an avg.)[l]

County 2 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977		368	1972	373
Sales ($1,000's):	1977	$ 57,200	% of state	0.38
	1972	$ 32,863	% of state	0.35
Sales per capita, 1977: Co.		$ 3,927	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 5,811	0.59
Gen. merchandise	$ 1,307	0.07
Foods	$ 20,226	0.65
Automotive	$ 7,108	0.23
Gas stations	$ 4,298	0.34
Apparel	$ 1,611	0.29
Furnit., house equip.	$ 604	0.09
Eating & drinking places	$ 7,963	0.53
Drug stores	$ 811	0.21
Miscellaneous	$ 7,461	0.47

WHOLESALE TRADE

No. of establishments: 1977		19	1972	19
Sales ($1,000's):	1977	$ 20,032	% of state	0.10
	1972	$ 10,381	% of state	0.10

SERVICE INDUSTRIES

No. of establishments: 1977 416

Total receipts, 1977 ($1,000's) $ 11,353 % of state 0.43

Hotel, motels, recreation camps

No. of establishments:	1977	228	1972	283
Receipts: ($1,000's)	1977	$ 7,040	% of state	2.55
	1972	$ 6,505	% of state	3.78

Amusements, recreation services

No. of establishments:	1977	46	1972	29
Receipts: ($1,000's)	1977	$ 1,049	% of state	0.39
	1972	$ 706	% of state	0.40

[m] U.S., Bureau of the Census

VILAS COUNTY — A DESCRIPTION

State and federal demographers agree that this county is growing very rapidly. The percentage gain since 1970 is probably the largest for any Wisconsin county. Without further study, it is hard to say what type of people are moving in, and why. Surely some are retirees. The 1980 census will provide more information about this.

Vilas County is known throughout the Midwest for its musky fishing and resorts. The last glacial advance to reach Wisconsin created a "lake-o-lakes," of which this county is more or less the center. While local relief is not great, the land surface is uneven, with numerous depressions separated by rolling ridges. Here lie more than 500 named lakes. In addition, there are extensive swamps and total water area exceeds 90,000 acres. Lac Vieux Desert, on the Wisconsin-Michigan border, is the source of the Wisconsin River.

The recreation industry is the mainstay of the county's economy, and it is presumed that recreation is a key element in the large population boom. Employment in trade and services is relatively large. However, manufacturing is not an insignificant supplementary source of employment. Until about 1950 manufacturing meant mainly wood products, but at that time an electrical equipment plant was located at Lac du Flambeau. The company has put another plant in Eagle River. The county has a sporting equipment company and a producer of cranberry specialties. The woodworking plants are still important.

The statistics in the Housing section indicate that a great many cottages and homes are being built. It is said that some resorts are being subdivided. This might explain the weak showing for hotels, motels, etc., and the strong trend in retail trade.

Retail trade volume is large in relation to the local population and its income. This provides an additional indirect measure of the impact of the recreation business. The county's personal income was estimated to be .22 percent of all of Wisconsin's in 1977, but 1977 retail trade was .38 percent of the state total. Lumber, hardware (etc.) sales tend to be strong in a resort area. Other kinds of business with impressive sales are eating and drinking places and food stores.

Incomes in Vilas County are comparable to those of most of its neighbors in northern Wisconsin. There are about 900 Indian residents, whose income level is below that of whites. A large proportion of the families had incomes below $4,000 in 1969.

Despite additional factory jobs and probable gains in tourism, the population of Vilas County decreased by a handful of people between 1950 and 1960. Division of Health demographers were saying in the mid-sixties that the population was increasing in Vilas County, and the 1970 census bore them out. Estimated gains in the 1970's are even more impressive.

Vilas County has a relatively large number of persons over 45 years of age and comparatively few young adults. Part of the explanation for this situation is that Indians in the 18-44 age group are in many cases working in distant cities, while older ones have often returned to the reservation. Population density is only 17 persons per square mile. This indicates the forest-wilderness nature of much of the county.

Farming was never a big part of the economy. There are a few potato growers. The cranberry crop is important. Livestock and livestock products are of little importance.

Vilas was named for William F. Vilas of Madison, a military leader and public official. The 1905 Census of Wisconsin showed that most residents were born in other parts of Wisconsin. Chief immigrant groups were Canadians, Germans, Norwegians, and Swedes. Railroad lines reached the county in the 1880's, and the logging and sawmill stage of development continued until the 1920's. Second-growth timber is bringing renewal of this industry. Timber removals are sizable.

Foresters estimate that 80 percent of Vilas County has a forest cover. Leading species are pine, other softwoods (including hemlock), aspen, and hard maple.

Rail service is provided by the Chicago & North Western, in both the western and eastern sections of the county. U.S. highways 45 and 51 are major carriers of vacationers during the summer months. Rhinelander has scheduled flights.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	35	31	35
Employees (1,000's)	.6	.6	.5
% of state	0.11	0.12	0.10
Total payroll ($ millions)	$ 4.6	$ 3.5	$ 2.4
% of state	0.06	0.07	0.07
Avg. earnings/hr., prod. workers	$ 3.66	$ 2.60	$ 1.86
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 10.6	$ 8.2	$ 5.4
% of state	0.06	0.09	0.08
New mfg. capital expenditures ($ millions)	$ .6	$ .8	$ .2
% of state	0.05	0.15	0.04
Value of shipments ($ millions)	$ 21.7	$ 15.7	$ 16.4
% of state	0.06	0.07	0.06

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	0	1	0	0	0
Textiles, apparel, leather	1	0	0	0	0
Wood products, furniture	17	1	0	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	0	0	0	0	0
Metalworking, mach., transport. equip.	4	0	0	2	0
Printing & publishing	7	1	0	0	0
All other types	5	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 43 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Simpson Electric Co.	Lac du Flambeau	Electrical measuring equipment	200-249
Simpson Electric Co.	Eagle River	Electrical measuring equipment	100-149
Nagel Lumber Co., Inc.	Land O'Lake	Wood products	80-99
Cranberry Products Inc.	Eagle River	Cranberry products	50-69
Vilas County News Review	Eagle River	Publishing, printing	30-39
Trueflight Mfg. Co., Inc.	Manitowish Waters	Feathers for archery and darts	20-29
Richter Ready Mix	Eagle River	Ready mix concrete, etc.	20-29
Amwood Homes	Phelps	Building components	20-29
Trapp Brothers, Inc.	Arbor Vitae	Ready mix, etc.	10-19
Arrow Enterprises, Inc.	Lac du Flambeau	Commercial printing	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Lac du Flambeau Band of Chippewa Indians	Lac du Flambeau	Job programs, etc.	250-299
Eagle River Memorial Hospital	Eagle River	Hospital	100-149
Northwoods Hospital	Phelps	Hospital	70-99
Eagle River Nursing Home	Eagle River	Nursing home	70-99
Eagle Waters Resort, Inc.	Eagle River	Recreation	50-69

MANUFACTURING — ANALYSIS

The county has about the same number of jobs now as it had before the 1974-5 recession. The latest figure available to us, for March 1979, was 659. The county does not appear to have industries that grow considerably during booms. Very little new investment is reported.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 9,122	% of state	0.62
Per capita [r]	$ 626	State avg.	$ 320
Full value rate [s]	$ 15.27	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 608	% of state	0.83
Per capita [r]	$ 41,800	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,607	% of state	0.07

Major State Taxes Collected	($1 000's)	% of state
Personal income	$ 2,347	0.21
Corporate income	$ 1,039	0.39
Sales and use	$ 1,983	0.28

State Shared Taxes	($1,000's)	% of state
Total	$ 587	0.19
State Aids		
Payment to school districts	$ 507	0.08
Health & social services (co. govt. only)	$ 1,337	0.31
Transportation	$ 1,036	0.86

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Eagle River, city	1,326	1,414	6.6

[t] Official estimates, DOA

	1970	1978[t]	% Change 1970-78

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,711 % of state 1.25

Valuation per unit, 1978:

$ 27,687 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 34,927 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	120	13,496	0.38
Manufacturing	16	1,268	0.13
Commercial	40	4,468	0.58
Amusement & recreation	7	817	0.69
Hotels, motels, etc.	7	323	0.65

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 650,880; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 90,817; **Total number of lakes** 1,327; **Lakes with public access** 274

Total public land designated for recreation use 235,396 acres; **Federal**- 53,381 acres; **State**-142,347 acres; **County**- 35,883 acres; **Other public areas** [y] 3,785 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 5, 123; **Canoe pick-up services** 21

Swimming [z] 103 areas

Fishing: Sample of fish caught—Panfish, walleye, musky, bass

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 1 eighteen hole, 7 nine hole

Camping (developed & primitive) [z] 2,595 sites

Major hiking trails 26 miles

Bicycling trails 49 miles

Snowmobiling trails open to public use 250 miles

Downhill skiing [z] 2 areas, 13 runs

Cross country skiing [z] 17 areas, 190 miles

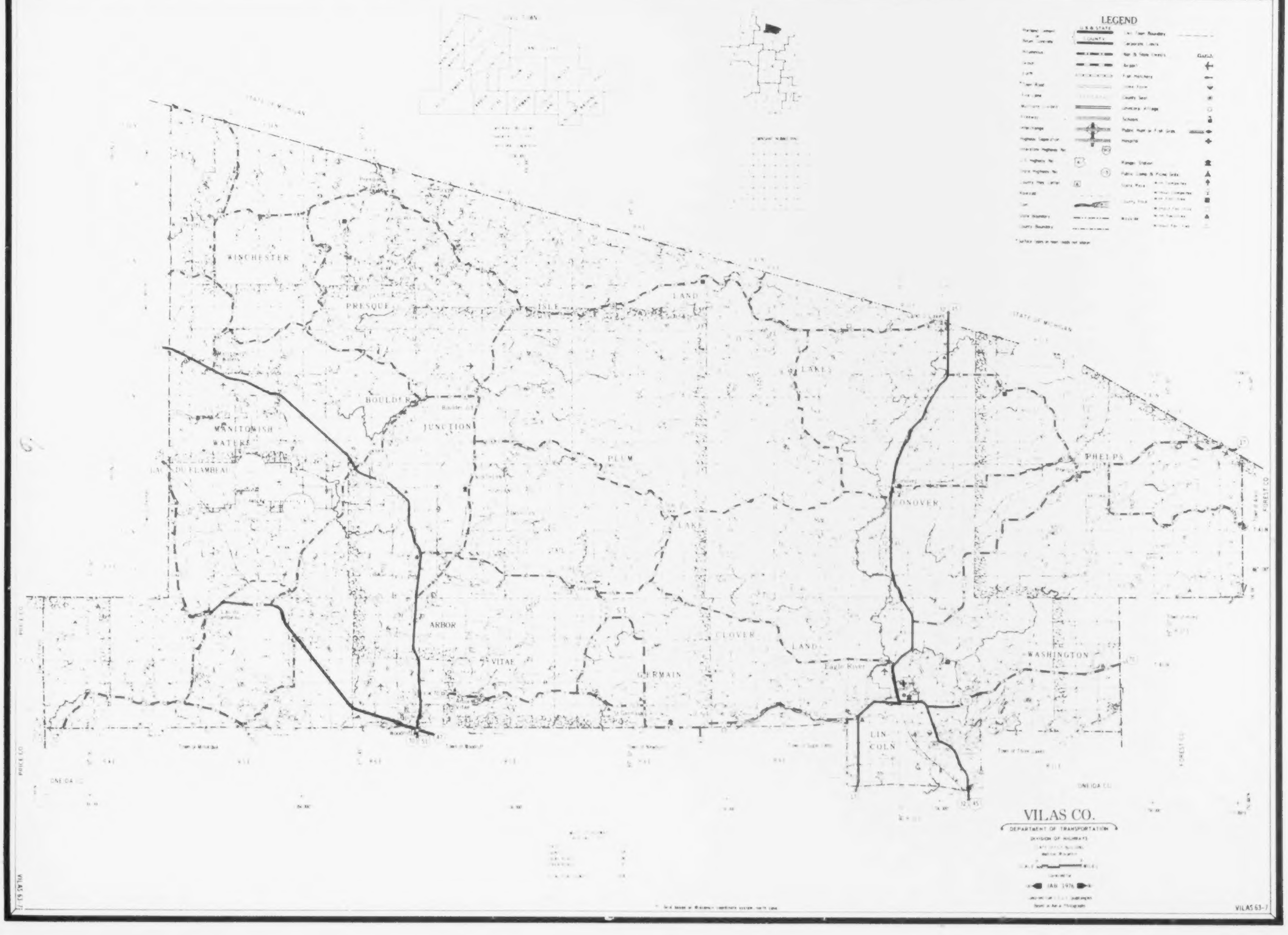
Hunting 259,427 acres

OF SPECIAL INTEREST Chequamegon National Forest, Conservation Camp, Lac Vieux Desert, Nicolet National Forest, Northern Highlands State Forest, Walleye Rearing Pond—Presque Isle

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


LEGEND
U.S. & STATE
COUNTY
Airport
Fish Hatchery
County Seat
Schools
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
County Park
STATE OF MICHIGAN
WINCHESTER
PRESQUE
ISLE
LAND
LAKES
BOULDER
JUNCTION
MANITOWISH
WATERS
LAC DU FLAMBEAU
PLUM
LAKE
CONOVER
PHELPS
ARBOR
VITAE
ST.
GERMAIN
CLOVER
LAND
Eagle River
WASHINGTON
LIN
COLN
FOREST CO.
ONEIDA CO.
PRICE CO.
45
17
51
47
Town of Three Lakes
VILAS CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
JAN 1976
VILAS 63-7

58903

WALWORTH COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

WALWORTH

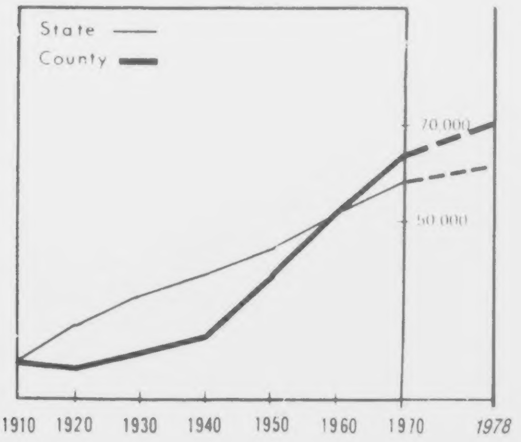
An historian writing about the county might dwell on the good agricultural base, or the fact that places like Lake Geneva or Lake Delavan have long been a favorite playground for well-to-do Chicagoans. A glance at the present situation will show that manufacturing is predominant. This is a fairly recent development.

POPULATION

1978 population [a]	69,058	% of state	1.48
1970 population [b]	63,444	% of state	1.44
1970-78 change (%)	8.8	State change	5.3 %
Net migration, 1960-70	6,378 in-		

Density, 1978 123.3 per sq. mi.; State average 85.1

COMPARATIVE POPULATION CHANGE



ACE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	10,903	10,090	35	37	31	34
18-44	11,395	11,471	36	33	36	34
45-64	5,860	6,317	19	20	20	20
65 & over	3,259	4,149	10	10	13	12
Total	31,417	32,027	100%		100%	

Median age 26.4; State median 27.2

---

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,687; State $ 10,068

Income Groups:	County %	State %
Under $4,000	14	13
$10,000 & over	48	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 439,672; % of state 1.38

Per capita $ 6,446; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 80,504
Govn't: state & local	$ 46,101
Services	$ 38,771

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	24,157	$ 181	1,625
Major Groups:			
Construction	976	$ 286	198
Manufacturing	6,726	$ 221	150
Transp., Util.	937	$ 303	67
Wholesale trade	920	$ 208	93
Retail trade	5,402	$ 119	531
Finance, Ins., etc.	666	$ 220	110
Services	4,246	$ 128	371
Government	4,029	$ 200	66

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,566	1,423	4.8	4.9
Nonfarm Proprietors	2,134	2,385	8.1	6.2
Wage & Salary Employment (major groups):				
Farm	907	1,198	4.0	2.1
Construction	738	880	3.0	3.4
Manufacturing	5,632	6,202	20.9	24.9
Transp., Util.	915	977	3.3	3.9
Wholesale trade	280	802	2.7	4.1
Retail trade	3,922	4,886	16.5	14.8
Finance, Ins., etc.	463	636	2.1	3.8
Services	4,161	4,790	16.2	15.9
Government	4,978	5,294	17.9	15.5
Total (Employment)	25,833	29,618	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,170	274,000
1977	1,190	276,700

% of land in farms, 1978	77	State 54%
Avg. size of farms, 1978	234 ac	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974 [h]	165 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,449	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 41,876	State avg. $ 32,493
Total ($1,000's)	$ 49,832	% of state 1.6

Major Groups	($1,000's)	% of State
Dairy products	$ 24,645	1.3
Meat animals	$ 6,969	1.4
Poultry & eggs	$ 831	0.7
Field crops	$ 12,869	4.5
All vegetables	$ 3,842	2.1
Specialty crops	$ 474	0.4

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 26,600

% of land area 7 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		0
Other softwoods	1,249	2,632	0
Oak	6,675	24,404	2
Maple (hard)	1,406	3,496	0
Aspen	1,296	1,317	0
Other hardwoods	9,314	22,365	0

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel, stone

Value of product	$ 778,000	% of state	0.57
Employment covered by U.C., 1977 (an avg.) [l]			
County	19	State	2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	765	1972	812
Sales ($1,000's): 1977	$ 209,091	% of state	1.39
1972	$ 135,203	% of state	1.46
Sales per capita, 1977: Co.	$ 3,048	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 19,596	1.99
Gen. merchandise	$ 8,223	0.43
Foods	$ 49,587	1.62
Automotive	$ 40,771	1.35
Gas stations	$ 20,704	1.66
Apparel	$ 7,875	1.40
Furnit., house equip.	$ 6,093	0.90
Eating & drinking places	$ 32,791	2.16
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	100	1972	103
Sales ($1,000's): 1977	$ 94,171	% of state	0.48
1972	$ 35,312	% of state	0.48

SERVICE INDUSTRIES

No. of establishments: 1977	654		
Total receipts, 1977 ($1,000's)	$ 72,875	% of state	2.83
Hotel, motels, recreation camps			
No. of establishments: 1977	51	1972	61
Receipts: ($1,000's) 1977	$ 29,438	% of state	10.66
1972	$ 20,292	% of state	11.79
Amusements, recreation services			
No. of establishments: 1977	83	1972	77
Receipts: ($1,000's) 1977	$ 8,373	% of state	3.08
1972	$ 3,496	% of state	1.99

[m] U.S., Bureau of the Census.

WALWORTH COUNTY — A DESCRIPTION

Walworth County, in the rapidly-growing southeast corner of Wisconsin, is noted for its lakes and outdoor recreation, attracting summer and year-round residents who work elsewhere, including Chicago. Large investments in recreational services were made in the mid-1960's, and motel construction was substantial in the mid-1970's.

The county's approximately 21 percent increase in population during the decade of the 1960's was well above the rate for Wisconsin as a whole. Growth in the 1970's has been substantial. Most of this is due to in-migration rather than natural increase (births exceeding deaths). The state university at Whitewater has had much to do with gains in the last 15 years or so. Enrollment, however, seems to have stabilized. Prior to 1940, Walworth's population growth lagged behind the state. The postwar period has brought an increasingly urban character to the county.

A number of manufacturing plants have moved into the county during the last 10-15 years. However, many residents work in manufacturing in adjoining counties in Wisconsin and in Illinois.

Population density of 123 persons per square mile is higher than the state average, but the county is far from reaching the high densities that prevail in the lakeshore counties to the east. Some 77 percent of the land is still in farms. The county is in a transitional stage, and much further development seems assured. The attractiveness of the county is pointed out by a net in-migration of about 5,000 persons during the decade of the 1950's and about 6,400 in the 1960's. This continues, but with leveling off of the University enrollment the numbers are smaller.

Cash income per family is close to the state average. Per capita retail sales in 1977 were lower than the state figure. The strongest retail lines are lumber-hardware-farm equipment and food and drink places. The figures for general merchandise and furniture (etc.) are a signal that such goods are often purchased elsewhere.

While the number of farms is declining, Walworth remains a rich farming county. Its sales per farm are among the highest in Wisconsin. The average size per farm increased from 136 acres in 1950 to 234 acres in 1978. Farm income from crop sales increased considerably in the last couple of decades. Meat animals are important, and also vegetables.

About 7 percent of the land is in forest, compared with a statewide average of 43 percent. Hardwoods predominate. Minerals produced include sand and gravel. Output of acoustical tile is substantial.

A variety of manufactured goods is made, ranging from leather packings, pipes, pumps, and castings to musical instruments. Manufacturing has become the leading source of income. Several of the largest establishments were obtained during the 1950's and early 1960's. The growth of electronics-type industries is pronounced; in this respect, Walworth shares with the adjoining Illinois county, McHenry.

The state university at Whitewater offers a four-year liberal arts course. It is (excluding Madison) one of the larger institutions of higher learning in the state—9,600 in the fall of 1978.

Because of the lakes, the county has a substantial resort business. The tourist-vacation industry has grown much more rapidly than in the state as a whole. Hotels, motels, etc. reported 10.66 percent of the state's receipts in 1977.

The county is served by the Milwaukee Road, the Chicago & North Western, and the Soo Line. A short line serves East Troy. An extensive highway network connects this area with the Milwaukee-Chicago lakeshore complex. Major airports are at Milwaukee (Mitchell) and Chicago (O'Hare). The Rock County airport of Janesville would be less distant for most residents.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	165	130	127
Employees (1,000's)	6.3	5.5	5.6
% of state	1.16	1.10	1.09
Total payroll ($ millions)	$ 69.1	$ 42.9	$ 30.8
% of state	0.93	0.91	0.86
Avg. earnings/hr., prod. workers	$ 5.04	$ 3.60	$ 2.62
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 165.4	$ 89.4	$ 61.2
% of state	0.99	0.95	0.87
New mfg. capital expenditures ($ millions)	$ 13.7	$ 7.9	$ 3.6
% of state	1.15	1.48	0.71
Value of shipments ($ millions)	$ 371.1	$ 185.8	$ 136.1
% of state	0.95	0.87	0.88

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	7	1	2	2	0
Textiles, apparel, leather	2	3	0	0	0
Wood products, furniture	7	4	1	0	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	13	4	1	1	0
Metalworking, mach., transport. equip.	31	14	3	6	3
Printing & publishing	11	3	2	0	0
All other types	15	2	5	1	3

Factory jobs per 1,000 population, June, 1978

County 95 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Sta-Rite Industries, Inc.	Delavan	Water pumping equipment	500-549
Trent Tube Div. (Colt)	East Troy	Stainless steel and alloy tubing	450-499
Borg Instruments (Bunker Ramo)	Delavan	Auto clocks, etc.	350-399
Oak Industries, Inc.	Elkhorn	CATV converters	350-399
Albert Trostel Packings, Ltd.	Lake Geneva	Fabricated rubber products	300-349
The Larsen Co.	Darien	Frozen vegetables (seasonal)	250-299
Miniature Precision Components, Inc.	Walworth	Injection molding, plastic products	250-299
A. O. Smith Harvestore	Elkhorn	Silo unloaders, etc.	200-249
Ajay Enterprises Corp.	Delavan	Golf equipment, sporting goods	200-249
Alpha Cast, Inc.	Whitewater	Gray and ductile iron castings, products	150-199

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
UW-Whitewater	Whitewater	University	950-999
Playboy Club	Lake Geneva	Recreation, lodging	600-649
The Abbey	Fontana on Geneva	Recreation, lodging	350-399
Lake Lawn Lodge (Ramada)	Delavan	Recreation, lodging	350-399
Saga Food Service	Whitewater	Food service	350-399

MANUFACTURING — ANALYSIS

Industrial jobs have increased significantly in this county over a period of a decade or so. Surprisingly, the March 1979 figure for jobs (latest data available) was not much above the 1974 level. The total was about 6,700. The county is attracting many new, small industries, and the larger, older ones are continuing to expand. There is a fair mix of heavy metals industry and lighter consumer goods. Some of the smaller foundries are noticeably sophisticated.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 28,393	% of state	1.92
Per capita [r]	$ 414	State avg.	$ 320
Full value rate [s]	$ 20.01	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 1,489	% of state	2.03
Per capita [r]	$ 21,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 39,271	% of state	1.10

Major State Taxes Collected	($1,000's)	% of state
Personal income	$15,478	1.38
Corporate income	$ 3,699	1.40
Sales and use	$10,273	1.45

State Shared Taxes	($1,000's)	% of state
Total	$ 4,122	1.36
State Aids		
Payment to school districts	$ 4,784	0.76
Health & social services (co. govt. only)	$ 4,845	1.13
Transportation	$ 1,365	1.13

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Darien, vil.	839	1,120	33.5
East Troy, vil.	1,711	2,427	41.8
Fontana on Geneva Lake, vil.	1,464	1,793	22.5
Genoa City, vil.	1,085	1,227	13.1
Sharon, vil.	1,216	1,334	9.7

	1970	1978 [t]	% Change 1970-78
Walworth, vil.	1,637	1,705	4.2
Williams Bay, vil.	1,554	1,643	5.7
Delavan, city	5,526	5,638	2.0
Elkhorn, city	3,992	4,496	12.6
Lake Geneva, city	4,890	5,540	13.3
Whitewater, city*	12,038	10,700	-11.1

*Total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 2,613 % of state 1.91

Valuation per unit, 1978:

$ 43,594 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 47,915 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	517	60,344	1.70
Manufacturing	68	12,991	1.38
Commercial	117	10,562	1.36
Amusement & recreation	16	1,292	1.09
Hotels, motels, etc.	21	3,787	7.62

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 369,900. **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 12,807; **Total number of lakes** 36; **Lakes with public access** 31

Total public land designated for recreation use 8,831 acres; **Federal-** 0 acres; **State-** 8,288 acres; **County-** 120 acres; **Other public areas** [y] 423 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 0, 0; **Canoe pick-up services** 0

Swimming [z] 39 areas

Fishing: Sample of fish caught—Panfish, bass, northern, walleye

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 11 eighteen hole, 2 nine hole

Camping (developed & primitive) [z] 562 sites

Major hiking trails 22 miles

Bicycling trails 50 miles

Snowmobiling trails open to public use 72 miles

Downhill skiing [z] 5 areas, 30 runs

Cross country skiing [z] 3 areas, 3 miles

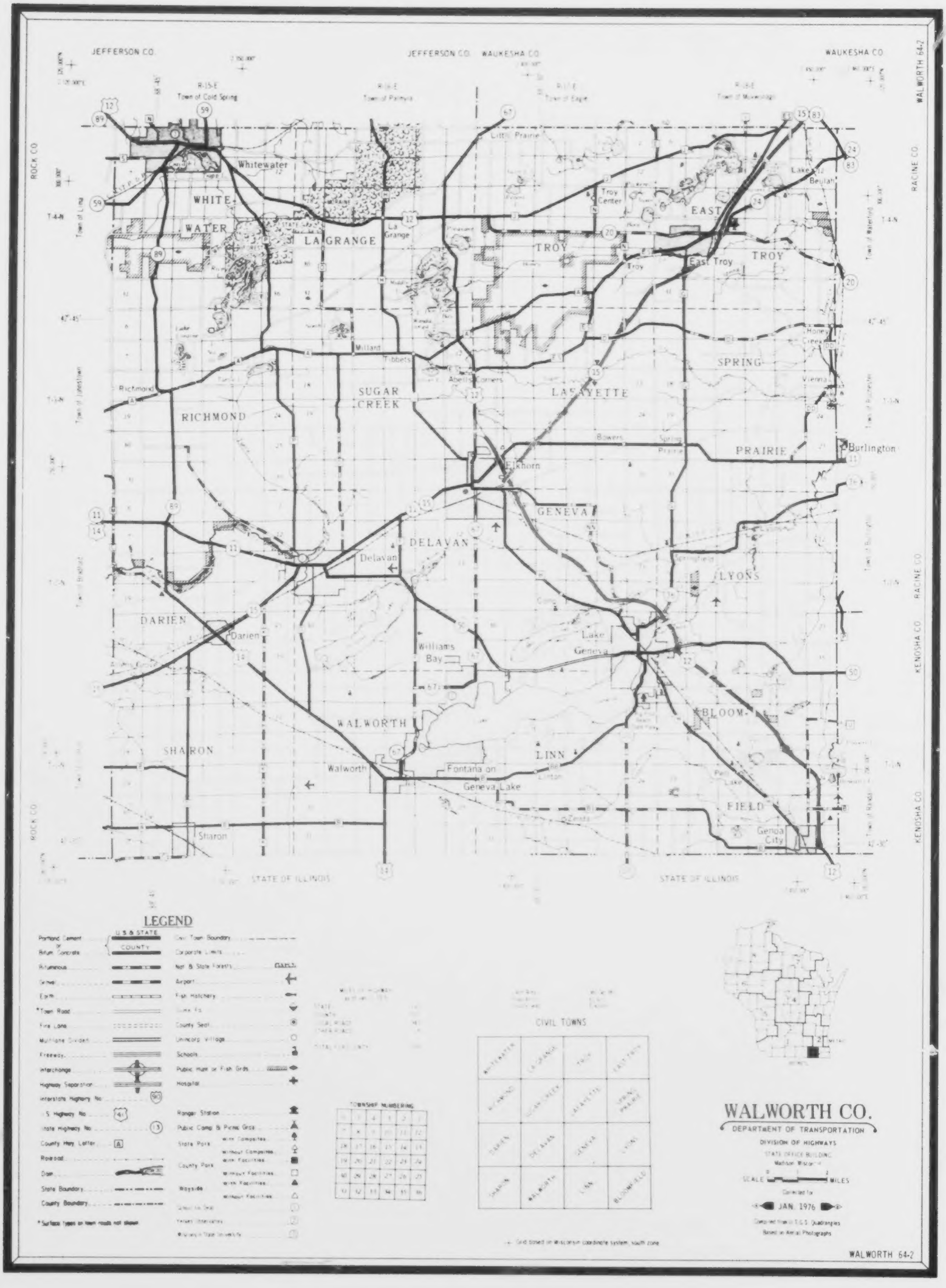
Hunting 7,401 acres

OF SPECIAL INTEREST Delavan, Kettle Moraine State Forest, Yerkes Observatory

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


WALWORTH 64-2
JEFFERSON CO.
WAUKESHA CO.
ROCK CO.
RACINE CO.
KENOSHA CO.
STATE OF ILLINOIS
Town of Cold Spring
Town of Palmyra
Town of Eagle
Town of Mukwonago
Town of Lima
Town of Johnstown
Town of Bradford
Town of Waterford
Town of Rochester
Town of Burlington
Town of Randall
R-15-E
R-16-E
R-17-E
R-18-E
T-4-N
T-3-N
T-2-N
T-1-N
42°45'
42°30'
Whitewater
WHITEWATER
LA GRANGE
La Grange
Little Prairie
Troy Center
TROY
Troy
EAST TROY
East Troy
Lake Beulah
Honey Creek
Vienna
SPRING PRAIRIE
Burlington
Richmond
RICHMOND
Millard
Tibbets
Abells Corners
SUGAR CREEK
LAFAYETTE
Bowers
Spring Prairie
Elkhorn
GENEVA
DELAVAN
Delavan
Springfield
LYONS
DARIEN
Darien
Lake Geneva
Williams Bay
WALWORTH
Walworth
SHARON
Sharon
LINN
Fontana on Geneva Lake
Zenda
BLOOMFIELD
Pell Lake
Genoa City
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
*Surface types on town roads not shown
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish. Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park with Campsites
without Campsites
County Park with Facilities
without Facilities
Wayside with Facilities
without Facilities
Wisconsin State University
TOWNSHIP NUMBERING
CIVIL TOWNS
WHITEWATER
LA GRANGE
TROY
EAST TROY
RICHMOND
SUGAR CREEK
LAFAYETTE
SPRING PRAIRIE
DARIEN
DELAVAN
GENEVA
LYONS
SHARON
WALWORTH
LINN
BLOOMFIELD
WALWORTH CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected to
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
Grid based on Wisconsin coordinate system, south zone
WALWORTH 64-2

S 1703

WASHBURN COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

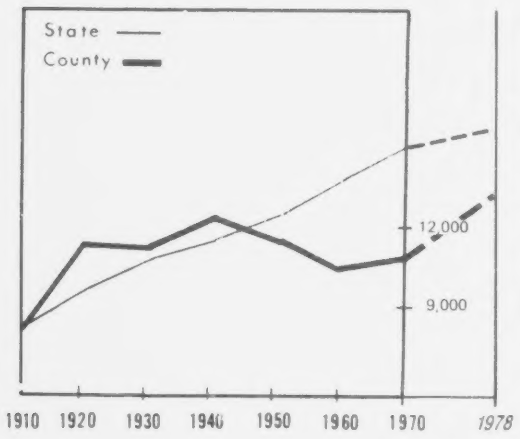
WASHBURN

Population appears to be ballooning. Surveys suggest that people from the Twin Cities have "discovered" the area. The lakes, forests, etc., are believed to be the magnets. There has been some job growth.

POPULATION

1978 population [a]	12,648	% of state	0.27
1970 population [b]	10,601	% of state	0.24
1970-78 change (%)	19.3	State change	5.3 %
Net migration, 1960-70	88 in-		
Density, 1978	15.5 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

			% Distribution			
Ages:	Male	Female	Male		Female	
			Co.	Wis.	Co.	Wis.
Under 18	1,781	1,799	34	37	33	34
18-44	1,311	1,351	25	33	25	34
45-64	1,254	1,389	24	20	26	20
65 & over	860	876	17	10	16	12
Total	5,206	5,395	100%		100%	

Median age 35.5; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 7,035; State $ 10,068

Income Groups:	County %	State %
Under $4,000	24	13
$10,000 & over	29	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 66,034; % of state 0.21

Per capita $ 4,976; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Services	$ 8,751
Retail Trade	$ 7,953
Govn't: state & local	$ 5,626

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	3,634	$ 158	406
Major Groups:			
Construction	185	$ 181	55
Manufacturing	485	$ 171	33
Transp., Util.	123	$ 150	20
Wholesale trade	87	$ 216	15
Retail trade	815	$ 129	133
Finance, Ins., etc.	107	$ 190	22
Services	695	$ 144	85
Government	1,128	$ 183	39

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr.	
			Co.	Wis.
Farm Proprietors	522	483	9.0	4.9
Nonfarm Proprietors	592	748	14.0	6.2
Wage & Salary Employment (major groups):				
Farm	104	131	2.5	2.1
Construction	67	146	2.7	3.4
Manufacturing	388	548	10.3	24.9
Transp., Util.	113	174	3.3	3.9
Wholesale trade	32	105	2.0	4.1
Retail trade	772	915	17.1	14.8
Finance, Ins., etc.	63	94	1.8	3.8
Services	621	1,030	19.3	15.9
Government	852	955	17.9	15.5
Total (Employment)	4,128	5,342	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	480	113,000
1977	490	114,700

% of land in farms, 1978	22	State 54%
Avg. size of farms, 1978	235 ac	State avg. 196 ac
Avg. cropland harvested per farm reporting any, 1974 [h]	90 ac	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 383	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 17,437	State avg. $ 32,493
Total ($1,000's)	$ 8,544	% of state 0.3

Major Groups	($1,000's)	% of State
Dairy products	$ 5,804	0.3
Meat animals	$ 1,200	0.2
Poultry & eggs	$ 289	0.2
Field crops	$ 295	0.1
All vegetables	$ 252	0.1
Specialty crops	$ 673	0.6

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 352,100

% of land area 67 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	30,999	65,492	1,438
Other softwoods	21,425	46,208	15
Oak	24,601	38,278	192
Maple (hard)	16,282	25,777	100
Aspen	74,615	73,734	913
Other hardwoods	70,974	87,430	399

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ Withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 0 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	231	1972		232
Sales ($1,000's): 1977	$ 48,470	% of state		0.32
1972	$ 32,450	% of state		0.35
Sales per capita, 1977: Co.	$ 3,896	State avg.		$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 4,699	0.48
Gen. merchandise	$ 3,772	0.20
Foods	$ 13,402	0.42
Automotive	$ 10,073	0.33
Gas stations	$ 4,961	0.40
Apparel	$ W	—
Furnit., house equip.	$ 684	0.10
Eating & drinking places	$ 5,058	0.33
Drug stores	$ W	—
Miscellaneous	$ 3,349	0.20

WHOLESALE TRADE

No. of establishments: 1977	21	1972 22
Sales ($1,000's): 1977	$ 16,074	% of state 0.08
1972	$ 11,207	% of state 0.10

SERVICE INDUSTRIES

No. of establishments: 1977	206	
Total receipts, 1977 ($1,000's)	$ 5,890	% of state 0.23

Hotel, motels, recreation camps

No. of establishments: 1977	86	1972 103
Receipts: ($1,000's) 1977	$ 2,118	% of state 0.77
1972	$ 1,150	% of state 0.67

Amusements, recreation services

No. of establishments: 1977	25	1972 9
Receipts: ($1,000's) 1977	$ 800	% of state 0.29
1972	$ 398	% of state 0.23

[m] U.S., Bureau of the Census

WASHBURN COUNTY — A DESCRIPTION

This is one of several northern counties that are growing rapidly in population. The phenomenon is not well understood. The Washburn County economy doesn't seem to be growing that much, even though factory jobs have increased in this decade. Retirees are only part of the people moving into this region. The 1980 census should give a better picture of the in-migrants.

Washburn County's economy has rested in large part upon agriculture, wood products, and recreation. Tourist travel on principal highway and local resort business would be expected to stimulate trade, but there seems also to be an exceptionally aggressive group of business people in the county.

Agriculture in this section of Wisconsin has undergone changes that are generally well-publicized and understood. Lots of small farms were abandoned, and on the better soils consolidation took place. Remaining farms average about 235 acres. Dairying is the major type of farming. Income per farm is a little over one-half of the state average. Many of the "farmers" have other jobs.

It would appear that factory job totals have bounced around, and it is hard to get a clear picture of trends. The pre-recession (1974-5) factory job figure was close to 400. The 1978 estimate is above 500, whereas the 1979 figure is lower.

The income estimates provided show that buying power per family is about the same in Washburn as in most northern Wisconsin counties. At $7,035, the 1969 county median family income is substantially below the statewide average. In 1977 personal income was .21 percent of the state total, for .27 percent of the state's people.

Retail sales totaled $48,470,000 in 1977. This was .32 percent of the state's retail sales dollar volume. Per capita sales were remarkably strong. Sales of foods were far above buying income of families in the county. Another strong group included lumber, hardware, and farm equipment dealers. Hotels, motels, resorts, etc. made relative gains between 1972 and 1977. This bucked the general trend for the north.

Washburn County's population loss of about 12 percent between 1950 and 1960 was in line with trends in this section of Wisconsin. The first population peak came in 1940. It was a surprise to everyone when the 1970 census showed a small increase. Growth is rapid now. Private cottages are being built, many for year-round use. A population density of only 16 is an indication that farm settlement is sparse and that there are no sizable localities.

Washburn County has a comparatively large number of old people. The big deficit is of young adults, as indicated by figures for the 18-44 age group. Between 1950 and 1960 an estimated 2,323 more persons moved out of the county than moved into it; in the 1960's the census showed a net in-migration. Federal demographers are showing even heavier in-migration than that implied by the official state estimate of population (page 1).

About 67 percent of the land area has a forest cover, according to estimates made by state and federal foresters. Pine and aspen appear to be the main species. Some marl has been produced in past years, for agricultural lime, but no production was reported in 1977.

The extensive lake region of the county is the result of glacial action. The last advance, known as the Wisconsin stage of glaciation, covered the entire county. The typical terminal moraine landscape is in the southeastern part of the county, where billowy hills and kettle-like depressions are found. The northwestern corner is part of the "pine barrens" of northwestern Wisconsin; this is a nearly level to rolling section with sandy soils and predominantly jack pine cover.

Washburn, one of the last of Wisconsin counties to be organized, was created from part of Burnett in 1883, and named for one of Wisconsin's earlier governors. The pineries of the area attracted many lumbering companies long before that time. From a more general type of farming in pioneer days there was a change to emphasis on dairying. The sandy soils have produced potatoes, small fruits, and even early-maturing corn in considerable quantity. The 1905 Census of Wisconsin showed the leading immigrant groups were Swedes, Germans, Canadians and Norwegians; however, Wisconsin-born persons were most numerous of all.

Rail service in the county is provided by the Chicago & North Western and the Soo Line. The county seat, Shell Lake, is about 80 miles south of Superior and 275 northwest of Madison. U.S. highways 53 and 63 are important regional arteries, with heavy tourist use in summertime. Hayward has year-around commuter service as this is being written (late-1979).

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	33	27	33
Employees (1,000's)	.5	3	.2
% of state	0.09	0.06	0.04
Total payroll ($ millions)	$ 4.6	$ 1.8	$ .8
% of state	0.06	0.04	0.02
Avg. earnings/hr., prod. workers	$ 4.12	$ 3.00	$ 1.67
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 8.1	$ 3.1	$ 1.3
% of state	0.05	0.03	0.02
New mfg. capital expenditures ($ millions)	$ .6	$ .2	$ .2
% of state	0.05	0.04	0.04
Value of shipments ($ millions)	$ 28.0	$ 6.9	$ 2.9
% of state	0.07	0.03	0.02

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	0	1	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	14	1	0	1	0
Paper, paper prods.	0	0	0	0	0
Chemicals, petrol., rubber & plastics	2	0	0	0	0
Metalworking, mach., transport. equip.	3	0	1	0	0
Printing & publishing	3	0	0	0	0
All other types	2	0	0	0	0

Factory jobs per 1,000 population, June, 1978

County 41 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Birchwood Lumber & Veneer	Birchwood	Veneer and lumber (hardwood)	100-149
Link Brothers, Inc.	Minong	Meat packing	50-69
Woodcraft Industries, Inc.	Shell Lake	Unpainted furniture	20-29
Rawn Co., Inc.	Spooner	Aerosols, cleaners, lubricants	10-19
Machtronic Products Co.	Minong	Mailing, stacking, wrapping equipment	10-19
Spooner Advocate Co.	Spooner	Newspaper, printing	10-19
French Debarking	Spooner	Logging	10-19
Coca-Cola Bottling Co.	Spooner	Soft drinks	10-19
Ericson Logging	Minong	Logging	10-19
Karl Sannwald	Minong	Logging	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
Shell Lake Indianhead Hospital	Shell Lake	Hospital	150-199
Community Memorial Hospital	Spooner	Hospital	150-199
Link Brothers Food, Inc.	Minong	Grocers, general store	70-99
The Spooner Clinic	Spooner	Health care	30-49
Red Cross Pharmacy	Spooner	Drug store, etc.	30-49

MANUFACTURING — ANALYSIS

There has been a great deal of fluctuation in factory jobs. They exceeded 500 in part of the period since the 1974-5 recession, but the latest figure available, March 1979, was 455. The wood industries are still important in the area. Practically nothing in the way of plant expansion has been reported for several years, but the boat maker has closed.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 3,794	% of state	0.27
Per capita [r]	$ 305	State avg.	$ 320
Full value rate [s]	$ 18 43	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 217	% of state	0.30
Per capita [r]	$ 17,400	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,635	% of state	0.07

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 1,663	0.15
Corporate income	$ 434	0.16
Sales and use	$ 1,597	0.23

State Shared Taxes	($1,000's)	% of state
Total	$ 675	0.22
State Aids		
Payment to school districts	$ 1,644	0.26
Health & social services (co. govt. only)	$ 1,187	0.28
Transportation	$ 998	0.82

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Birchwood, vil.	394	421	6.8
Minong, vil.	420	548	30.5

	1970	1978 [t]	% Change 1970-78
Shell Lake, city	928	1,136	22.4
Spooner, city	2,444	2,543	4.0

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 589 % of state 0.43

Valuation per unit, 1978:

$ 23,327 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 29,545 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	86	5,177	0.15
Manufacturing	15	1,140	0.12
Commercial	25	1,312	0.17
Amusement & recreation	3	207	0.17
Hotels, motels, etc.	5	132	0.27

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 548,480; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 26,212; Total number of lakes 913; Lakes with public access 152

Total public land designated for recreation use 154,135 acres: Federal- 0 acres; State- 5,629 acres; County- 147,928 acres; Other public areas [y] 578 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 3, 46; Canoe pick-up services 6

Swimming [z] 31 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 4 nine hole

Camping (developed & primitive) [z] 1,777 sites

Major hiking trails 3 miles

Bicycling trails 3 miles

Snowmobiling trails open to public use 109 miles

Downhill skiing [z] 1 areas, 3 runs

Cross country skiing [z] 3 areas, 111 miles

Hunting 172,374 acres

OF SPECIAL INTEREST Namekagon River Water Trail, National Audubon Camp, Railroad Memories Museum, State Musky Hatchery, Wisconsin Youth Conservation Camp

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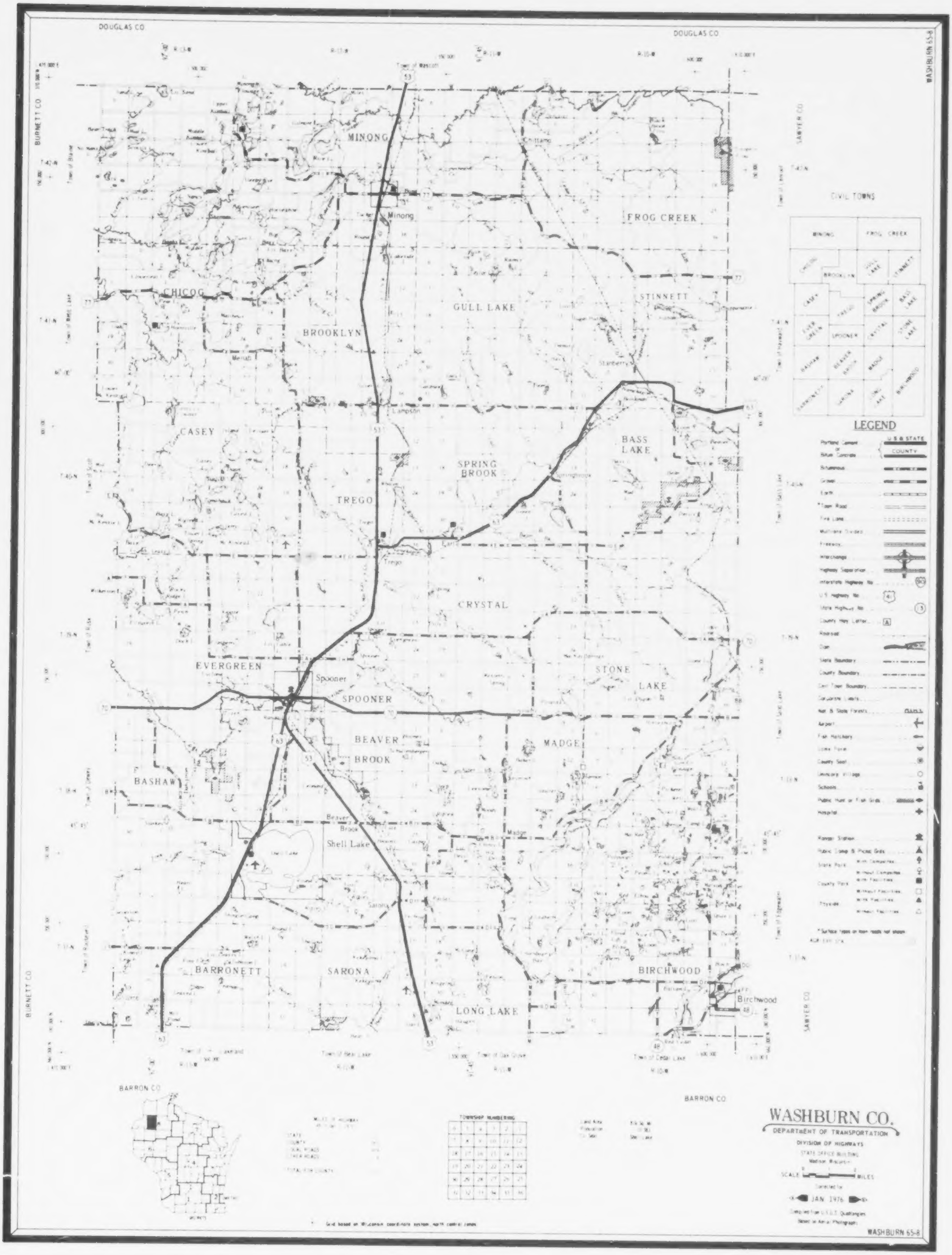
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


DOUGLAS CO
BURNETT CO
SAWYER CO
BARRON CO
WASHBURN 65-8
MINONG
Minong
FROG CREEK
CHICOG
BROOKLYN
GULL LAKE
STINNETT
CASEY
SPRING BROOK
TREGO
Trego
BASS LAKE
CRYSTAL
EVERGREEN
STONE LAKE
Spooner
SPOONER
BEAVER BROOK
Beaver Brook
BASHAW
MADGE
Madge
Shell Lake
Sarona
BARRONETT
SARONA
LONG LAKE
BIRCHWOOD
Birchwood
CIVIL TOWNS
LEGEND
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Grid based on Wisconsin coordinate system, north central zones

S 8703

WASHINGTON COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

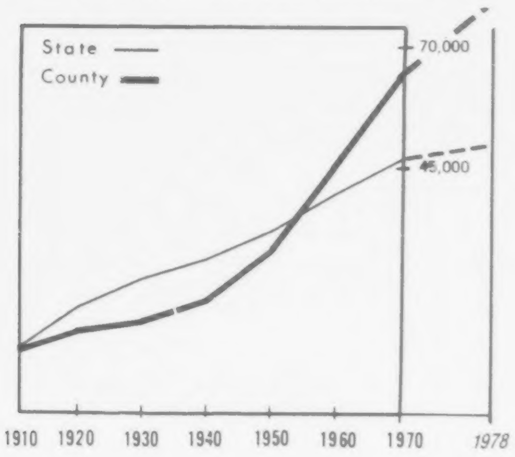
WASHINGTON

This county is among the fastest growing, becoming an integral part of the Milwaukee region. It has had, for years, a great deal of industry. Actually, factory job growth seems a little slow for the moment, but other jobs are increasing rapidly. Metal fabrication is highly developed. Lots of people work in Milwaukee.

POPULATION

1978 population [a]	83,282	% of state	1.79
1970 population [b]	63,839	% of state	1.44
1970-78 change (%)	30.5	State change	5.3 %
Net migration, 1960-70	9,598 in-		
Density, 1978 194.6 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	% Distribution Male Wis.	% Distribution Female Co.	% Distribution Female Wis.
Under 18	13,491	12,661	42	37	40	34
18-44	10,552	10,943	23	33	34	34
45-64	5,473	5,472	17	20	17	20
65 & over	2,392	2,855	8	10	9	12
Total	31,908	31,931	100%		100%	

Median age 24.9; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 11,275; State $ 10,068

Income Groups:	County %	State %
Under $4,000	8	13
$10,000 & over	60	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 555,506; % of state 1.74

Per capita $ 6,935; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 144,084
Govn't: state & local	$ 31,629
Retail trade	$ 29,551

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	26,767	$ 202	1,413
Major Groups:			
Construction	1,404	$ 270	273
Manufacturing	12,069	$ 241	154
Transp., Util.	831	$ 236	75
Wholesale trade	809	$ 227	89
Retail trade	3,773	$ 119	359
Finance, Ins., etc.	972	$ 191	85
Services	3,309	$ 124	301
Government	3,372	$ 186	47

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,608	1,432	4.8	4.9
Nonfarm Proprietors	1,737	2,211	7.3	6.2
Wage & Salary Employment (major groups):				
Farm	451	604	2.0	2.1
Construction	834	1,255	4.2	3.4
Manufacturing	9,110	10,506	34.9	24.9
Transp., Util.	901	900	3.0	3.9
Wholesale trade	328	882	2.9	4.1
Retail trade	2,789	3,760	12.5	14.8
Finance, Ins., etc.	588	980	3.3	3.8
Services	2,344	3,474	11.5	15.9
Government	3,033	4,011	13.3	15.5
Total (Employment)	23,830	30,147	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	1,240	198,500
1977	1,250	199,800

% of land in farms, 1978	72	State 54 %
Avg. size of farms, 1978	160 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	97 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,384	State avg. $ 737
CASH RECEIPTS, 1977		
Avg. per farm	$ 33,813	State avg. $ 32,493
Total ($1,000's)	$ 42,266	% of state 1.3

Major Groups	($1,000's)	% of State
Dairy products	$ 25,145	1.3
Meat animals	$ 6,003	1.2
Poultry & eggs	$ 1,141	1.0
Field crops	$ 4,228	1.5
All vegetables	$ 3,344	1.8
Specialty crops	$ 2,072	1.7

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 36,800

% of land area 13 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		0
Other softwoods	2,891	5,931	1
Oak	6,233	23,619	76
Maple (hard)	2,504	7,441	84
Aspen	1,375	1,754	0
Other hardwoods	17,681	47,571	181

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):
Sand & gravel, stone

Value of product $ Withheld % of state —

Employment covered by U.C., 1977 (an avg.)[l]
County 47 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	655		1972	677
Sales ($1,000's): 1977	$ 203,444	% of state		1.35
1972	$ 111,553	% of state		1.20
Sales per capita, 1977: Co.	$ 2,531	State avg.		$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 21,270	2.16
Gen. merchandise	$ W	—
Foods	$ 48,690	1.59
Automotive	$ 34,204	1.12
Gas stations	$ 19,937	1.59
Apparel	$ 6,589	1.17
Furnit., house equip.	$ 11,556	1.70
Eating & drinking places	$ 19,046	1.26
Drug stores	$ W	—
Miscellaneous	$ 19,132	1.27

WHOLESALE TRADE

No. of establishments: 1977	95	1972	99
Sales ($1,000's): 1977	$ 176,674	% of state	0.90
1972	$ 54,868	% of state	0.51

SERVICE INDUSTRIES

No. of establishments: 1977	566		
Total receipts, 1977 ($1,000's)	$ 31,494	% of state	1.20
Hotel, motels, recreation camps			
No. of establishments: 1977	16	1972	21
Receipts: ($1,000's) 1977	$ W	% of state	—
1972	$ 717	% of state	0.42
Amusements, recreation services			
No. of establishments: 1977	73	1972	56
Receipts: ($1,000's) 1977	$ 3,844	% of state	1.41
1972	$ 2,370	% of state	1.35

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[m] U.S., Bureau of the Census

WASHINGTON COUNTY — A DESCRIPTION

Washington County, in southeastern Wisconsin, is growing rapidly. Population increased by 36 percent during the 1950's. In the 1960's the growth rate was even higher—38.4 percent. The current rate is also high. The upturn started about 1940. Urbanization is still moderate: population density is 195 persons per square mile (compared with the state's 85), and about 72 percent of the land area is still in farms.

There are no large population centers, but a number of industrial communities have developed. Much of the recent growth has come from the expansion of the Milwaukee area. The county had a net in-migration of about 9,500 during the last census period and the numbers are even higher this decade. Thousands of residents commute to jobs in Milwaukee. They are building a large number of quality homes in the county. (See Housing section.)

Washington County has proportionately more young people than a typical Wisconsin county has, especially in the under 18 age group. This is typical of a growth area near a metropolitan center, where young families are locating.

Median family income at $11,275 was among the state's highest in 1969. The county received an estimated 1.74 percent of the state's personal income for 1977, for 1.79 percent of its people. Retail trade is a bit low for an area with so much income. This shows the attraction of stores in nearby cities, such as Milwaukee. Yet, trends for both retail and wholesale trade were upward, 1972-7.

Manufacturing is by far the largest single provider of employment. About 35 percent of the jobs within the county were in this field in 1977, compared with a statewide average of 25 percent. Farming provided 7 percent—same as the state average. Service and trade employment is well behind the state average. This indicates that residents go outside the county for many services and for goods.

A number of substantial manufacturing concerns operate in the county, some with national and even worldwide distribution. Among the products are utensils and appliances, outboard motors, leather goods, farm equipment, and other metal products.

Manufacturing in the county has grown at a significant rate, as measured by value added, payroll, and number of employees. Some types have been spurting recently, but there have been modest changes in some older lines. Plant investment is large in the county—see the Construction section.

Changes in numbers of farms and farm acreage have been well-publicized. The average size per farm, 160 acres, is still small by Wisconsin standards. Sales per farm are somewhat above the state average. Dairy products are the largest single source of farm income, but income from crops is gaining faster. Canning crops are fairly important in the county.

About 13 percent of the land area is in woodlands, compared with 43 percent for the state. The leading species are elm, oak, and maple.

A substantial amount of sand, gravel, and limestone is produced from quarries in the county.

The topography of Washington County is gently rolling to hilly. Running north-south through the central part of the county is the Kettle-Interlobate Moraine. This "pots and kettles" countryside contains most of the lakes in the county. The Niagara limestone formation crosses the county, and on its western edge is marked by an escarpment 150 to 200 feet high in places. Holy Hill, which is the highest point in Washington County, is widely known for its scenic and cultural values.

The county was permanently settled in the early 1840's, and filled up so quickly that it had 19,485 people in 1850. Farms have been noticeably small in this section of Wisconsin from the time of settlement. This probably reflects somewhat the dominant immigrant group (German), the topography, and the challenge of the dense hardwood forests. As might be expected, the county was named for George Washington.

Rail service is provided by the Chicago & North Western, the Milwaukee Road, and the Soo Line. Mitchell Field, on the south edge of Milwaukee, provides excellent air service. Sheboygan is closer for some residents.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	168	123	104
Employees (1,000's)	11.6	10.0	8.4
% of state	2.14	2.00	1.64
Total payroll ($ millions)	$ 143.0	$ 86.6	$ 53.1
% of state	1.93	1.83	1.48
Avg. earnings/hr., prod. workers	$ 5.55	$ 3.93	$ 2.80
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 326.3	$ 176.1	$ 107.7
% of state	1.95	1.86	1.53
New mfg. capital expenditures ($ millions)	$ 13.9	$ 8.7	$ 6.7
% of state	1.17	1.63	1.32
Value of shipments ($ millions)	$ 691.0	$ 354.3	$ 224.0
% of state	1.77	1.67	1.45

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	6	5	2	0	0
Textiles, apparel, leather	6	0	1	1	1
Wood products, furniture	7	0	1	0	0
Paper, paper prods.	0	1	2	1	0
Chemicals, petrol., rubber & plastics	5	0	1	0	0
Metalworking, mach., transport. equip.	42	22	6	5	6
Printing & publishing	6	1	1	1	0
All other types	18	3	0	1	1

Factory jobs per 1,000 population, June, 1978

County 140 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
The West Bend Co. (Dart)	West Bend	Cooking utensils, electric appliances, etc.	2,300-2,399
Amity Leather Products Co.	West Bend	Personal leather accessories	1,000-1,099
Gehl Company	West Bend	Farm implements	1,000-1,099
Chrysler Outboard Corp.	Hartford	Outboard motors	850-899
Regal Ware, Inc.	Kewaskum	Cookware, appliances, stampings	750-799
Broan Mfg. Company, Inc.	Hartford	Trash compactors, home ventilating, heating	550-599
International Stamping Co., Inc.	Hartford	Steel exhaust replacement mufflers	400-449
Micro-Design Div. (Bell & Howell)	Hartford	Microfilm viewing equipment	350-399
Libby, McNeill & Libby	Hartford	Canned vegetables (seasonal)	300-349
Serigraph Sales/Mfg. Co., Inc.	West Bend	Specialty graphic arts printing	300-349

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Cedar Lake Home of the Aged	West Bend	Nursing home	450-499
St. Joseph's Community Hospital	West Bend	Hospital	350-399
Hartford Memorial Hospital	Hartford	Hospital	200-249
West Bend Mutual Insurance Co.	West Bend	Insurance (fire, casualty)	200-249
BC Ziegler and Co.	West Bend	Security brokers, dealers (esp. bonds)	200-249

MANUFACTURING — ANALYSIS

Thinking in terms of the last ten-fifteen years, Washington County has gained a great many industrial jobs. However, job growth has been moderate in the 1970's, and this despite the fact that several new industries have been attracted and investment in new buildings and equipment has been rather substantial. The March 1979 job figure (latest data available) was 11,590. This was about the same as during the pre-recession year of 1974. Metal fabrication is highly developed in this county, but there is some heavy industry and much in the way of consumer's goods.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 25,867	% of state	1.75
Per capita [r]	$ 322	State avg.	$ 320
Full value rate [s]	$ 20.50	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 1,411	% of state	1.92
Per capita [r]	$ 17,600	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 70,150	% of state	1.97

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 22,378	2.00
Corporate income	$ 4,479	1.69
Sales and use	$ 13,113	1.86

State Shared Taxes	($1,000's)	% of state
Total	$ 4,674	1.54
State Aids		
Payment to school districts	$ 11,896	1.89
Health & social services (co. govt. only)	$ 4,698	1.09
Transportation	$ 1,353	1.12

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Germantown, vil.	6,974	9,713	39.3
Jackson, vil.	561	2,046	264.7
Kewaskum, vil.	1,926	2,562	33.0
Newburg, vil.*	Uninc.	671	—

	1970	1978[t]	% Change 1970-78
Slinger, vil.	1,216	1,699	39.7
Hartford, city	6,499	7,504	15.5
West Bend, city	16,555	22,442	35.6

*total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	3,930	% of state	2.87

Valuation per unit, 1978:

	$ 50,118	Median county	$36,251

Average purchase price, single family home, 1978: [v]

	$ 55,190	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	513	86,815	2.44
Manufacturing	91	27,086	2.87
Commercial	106	16,334	2.11
Amusement & recreation	21	4,416	3.73
Hotels, motels, etc.	4	1,063	2.14

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 277,800; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 3,134; **Total number of lakes** 53; **Lakes with public access** 25

Total public land designated for recreation use 8,834 acres; **Federal**- 0 acres; **State**- 8,180 acres; **County**- 140 acres; **Other public areas** [y] 514 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 3; **Canoe pick-up services** 3

Swimming [z] 25 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 4 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 582 sites

Major hiking trails 4 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 33 miles

Downhill skiing [z] 2 areas, 22 runs

Cross country skiing [z] 5 areas, 10 miles

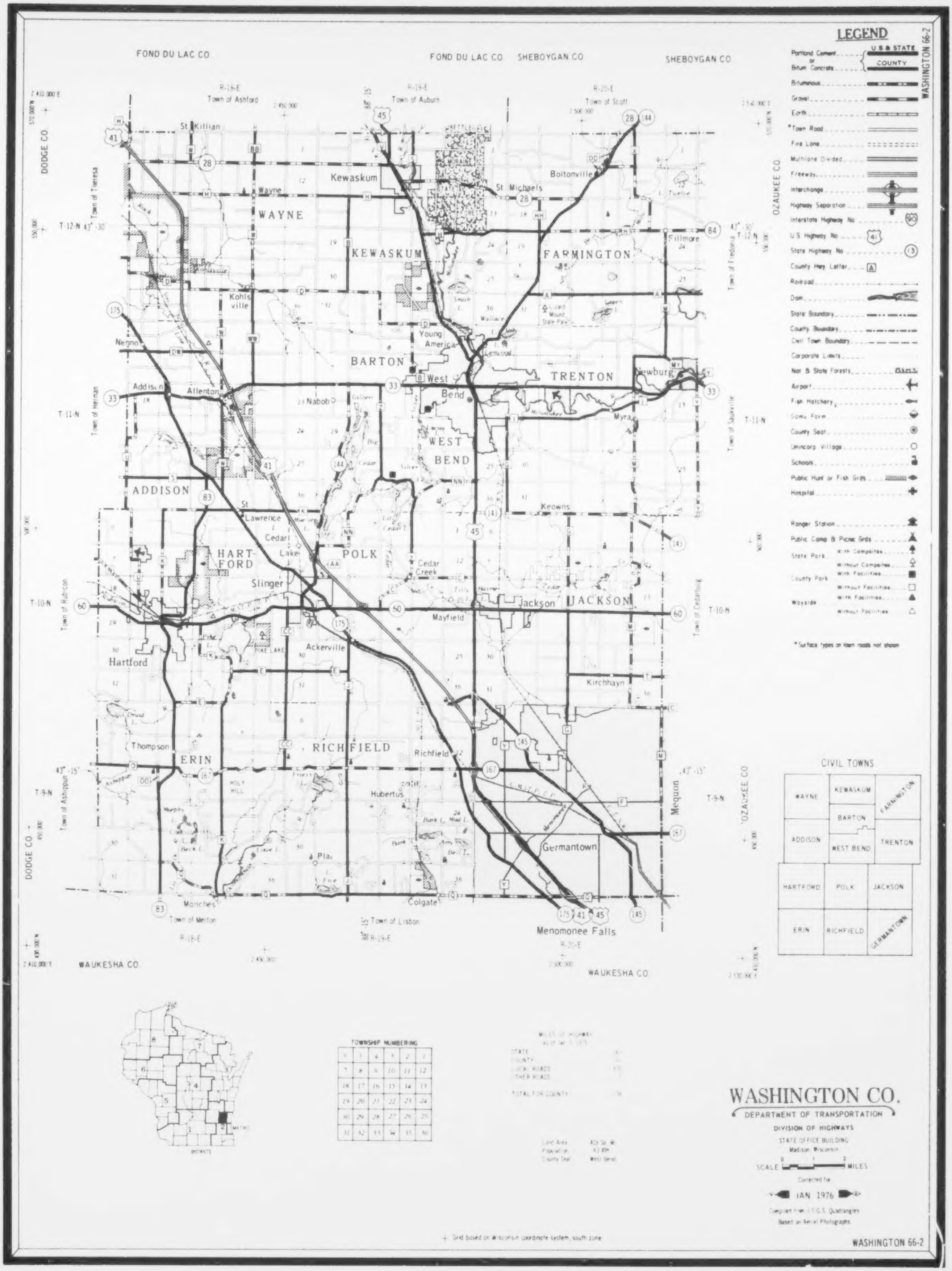
Hunting 10,274 acres

OF SPECIAL INTEREST Holy Hill, Leather Tannery, Lizard Mound State Park, Kettle Moraine State Forest, Old World Wisconsin

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.



WASHINGTON 66-2
LEGEND
Portland Cement or Bitum Concrete
U.S & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No
U.S. Highway No
State Highway No
County Hwy Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds
Hospital
Ranger Station
Public Camp & Picnic Grds
State Park
County Park
Wayside
With Campsites
Without Campsites
With Facilities
Without Facilities
* Surface types on town roads not shown
FOND DU LAC CO.
SHEBOYGAN CO.
DODGE CO.
OZAUKEE CO.
WAUKESHA CO.
R-18-E
R-19-E
R-20-E
T-12-N
T-11-N
T-10-N
T-9-N
43° -30'
43° -15'
Town of Ashford
Town of Auburn
Town of Scott
Town of Theresa
Town of Herman
Town of Rubicon
Town of Ashippun
Town of Fredonia
Town of Saukville
Town of Cedarburg
Town of Merton
Town of Lisbon
St. Kilian
Kewaskum
Wayne
Boltonville
St. Michaels
Fillmore
Kohlsville
Nenno
Young America
West Bend
Addison
Allenton
Nabob
Newburg
Myra
Keowns
St. Lawrence
Cedar Lake
Slinger
Cedar Creek
Mayfield
Jackson
Ackerville
Hartford
Pike Lake
Kirchhayn
Thompson
Richfield
Hubertus
Holy Hill
Germantown
Monches
Colgate
Menomonee Falls
Mequon
Lizard Mound State Park
WAYNE
KEWASKUM
FARMINGTON
BARTON
TRENTON
WEST BEND
ADDISON
HART-FORD
POLK
JACKSON
ERIN
RICHFIELD
CIVIL TOWNS
WAYNE
KEWASKUM
FARMINGTON
BARTON
ADDISON
WEST BEND
TRENTON
HARTFORD
POLK
JACKSON
ERIN
RICHFIELD
GERMANTOWN
TOWNSHIP NUMBERING
6 5 4 3 2 1
7 8 9 10 11 12
18 17 16 15 14 13
19 20 21 22 23 24
30 29 28 27 26 25
31 32 33 34 35 36
WASHINGTON CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
MILES
Corrected for
JAN 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
Grid based on Wisconsin coordinate system, south zone
WASHINGTON 66-2

6

S 8703

WAUKESHA COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

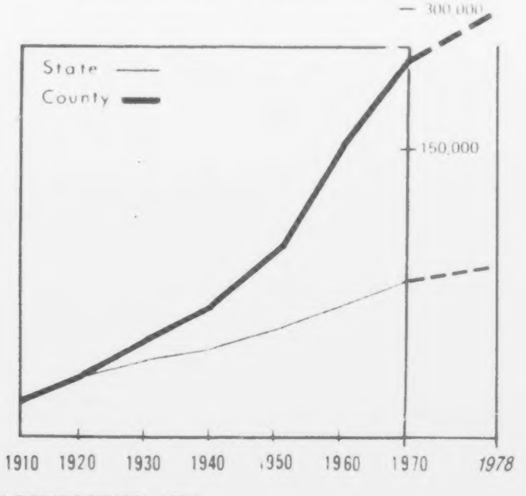
WAUKESHA

This suburban-type county has witnessed more job growth and population increase than any other in Wisconsin for almost any recent time period one would choose. Incomes are among the highest in Wisconsin. Although the local job base is heavily concentrated in metal-working industries, many residents are commuting to Milwaukee offices. Much of the country-side is quite attractive.

POPULATION

1978 population [a]	285,100	% of state	6.13
1970 population [b]	231,335	% of state	5.24
1970-78 change (%)	23.2	State change	5.3 %
Net migration, 1960-70	47,353 in-		
Density, 1978	512.8 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	48,677	45,818	42	37	39	34
18-44	39,071	41,271	34	33	36	34
45-64	21,082	20,652	18	20	18	20
65 & over	6,376	8,418	6	10	7	12
Total	115,206	116,159	100%		100%	

Median age 25.4; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 12,795; State $ 10,068

Income Groups:	County %	State %
Under $4,000	6	13
$10,000 & over	72	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 2,237,307; % of state 7.01

Per capita $ 8,256; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 470,105
Services	$ 203,025
Retail trade	$ 137,904

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	97,550	$ 239	5,475
Major Groups:			
Construction	7,857	$ 341	989
Manufacturing	31,060	$ 292	672
Transp., Util.	4,059	$ 273	188
Wholesale trade	6,879	$ 305	606
Retail trade	16,844	$ 138	1,155
Finance, Ins., etc.	3,201	$ 222	356
Services	15,773	$ 172	1,308
Government	11,000	$ 207	91

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	1,358	1,201	1.1	4.9
Nonfarm Proprietors	6,084	7,315	6.9	6.2
Wage & Salary Employment (major groups):				
Farm	586	749	0.7	2.1
Construction	6,059	7,198	6.8	3.4
Manufacturing	21,359	28,020	26.4	24.9
Transp., Util.	2,176	3,961	3.7	3.9
Wholesale trade	4,542	7,049	6.6	4.1
Retail trade	11,759	16,328	15.4	14.8
Finance, Ins., etc.	1,614	2,801	2.6	3.8
Services	12,515	17,703	16.7	15.9
Government	12,154	13,069	12.3	15.5
Total (Employment)	80,747	106,095	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,020	171,600
1977	1,030	172,200

% of land in farms, 1978	48	State 54%
Avg. size of farms, 1978	168 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	96 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 1,518	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 23,309	State avg. $ 32,493
Total ($1,000's)	$ 24,008	% of state 0.8

Major Groups	($1,000's)	% of State
Dairy products	$ 11,183	0.6
Meat animals	$ 3,079	0.6
Poultry & eggs	$ 1,267	1.1
Field crops	$ 4,364	1.5
All vegetables	$ 1,380	0.8
Specialty crops	$ 1,893	1.6

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[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 47,900

% of land area 13 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		0
Other softwoods	3,073	4,919	0
Oak	10,135	36,291	18
Maple (hard)	980	2,335	11
Aspen	2,236	2,428	0
Other hardwoods	10,626	21,461	15

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[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel, stone, peat

Value of product $ 12,733,000 % of state 9.41

Employment covered by U.C., 1977 (an avg.) [l]

County 185 State 2,300

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[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	1,860	1972	1,933
Sales ($1,000's): 1977	$ 957,851	% of state	6.39
1972	$ 537,489	% of state	5.79
Sales per capita, 1977: Co.	$ 3,475	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 53,434	5.43
Gen. merchandise	$ W	—
Foods	$ 216,648	7.04
Automotive	$ 244,105	8.04
Gas stations	$ 66,082	5.29
Apparel	$ 26,243	4.67
Furnit., house equip.	$ 39,469	5.80
Eating & drinking places	$ 67,680	4.47
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	658	1972	494
Sales ($1,000's): 1977	$ 1,936,608	% of state	9.86
1972	$ 782,044	% of state	7.22

SERVICE INDUSTRIES

No. of establishments: 1977 2,049

Total receipts, 1977 ($1,000's) $ 161,341 % of state 6.24

Hotel, motels, recreation camps

No. of establishments: 1977	30	1972	35
Receipts: ($1,000's) 1977	$ 15,520	% of state	5.62
1972	$ 4,309	% of state	2.50

Amusements, recreation services

No. of establishments: 1977	236	1972	192
Receipts: ($1,000's) 1977	$ 14,799	% of state	5.45
1972	$ 11,138	% of state	6.33

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[m] U.S., Bureau of the Census

WAUKESHA COUNTY — A DESCRIPTION

Waukesha County has been growing at a faster rate than the state as a whole since 1920. In the period 1950-1960, the county's population increased by 84.2 percent while the state's was going up 15.1 percent. Waukesha County's percentage increase from 1960 to 1970 (46.2) topped all Wisconsin counties. Growth since 1970 has been substantial; federal demographers are putting it lower than indicated by the 1978 state estimate. Some of the smaller counties may have a larger *rate* of increase, but no Wisconsin county (including Dane) is even close in terms of numbers of people being added each year. Only Milwaukee County saw as many new dwelling units built in 1975-8.

Located in the important southeastern Wisconsin manufacturing district, Waukesha County is a producer of engines, foods, printing, castings, machinery, and numerous other products. Many new manufacturers have come into the area since World War II, and the extent to which industrialization has taken place during this period is greater than anywhere else in the state.

Many residents work in neighboring Milwaukee County. Jobs now seem to be coming to the area at such a great rate that commuting to Milwaukee may be slowing.

Recent years have seen a vast shrinkage in farmland in the county, as much land was platted for subdivisions. Only about 48 percent of the land is now in farms.

The degree of urbanization is illustrated by the population density of 513 persons per square mile, which compares with a statewide average of 85. It is, however, a county of mostly villages and small cities. The one large community is the city of Waukesha, with a population of around 50,000. The county has a young population—characteristic of suburban areas, where young families are settling.

Median family income at $12,795 was substantially higher than the 1969 statewide average, reflecting in part the high earning power of many of the commuters. Waukesha may be second to Ozaukee County in per capita income. (See page 1.) The volume of retail trade is somewhat lower than one would anticipate on the basis of income, because of proximity to Milwaukee. Statistics show large gains in Waukesha County, as new shopping centers are built. Wholesale trade has increased very rapidly. The gains for motels, hotels, etc. are remarkably large.

Dairy products are the largest single source of farm income, but cash cropping is making more noticable gains. This is typical for southeastern Wisconsin. Only 2 percent of the county's jobs are in agriculture. There are many part-time farms, which brings down the average sales per farm.

Thirteen percent of the land area is in woodlands; oak, elm, and ash are among the leading species. The county has a large mineral output, with quarries producing sand, gravel, and dimension limestone. Peat also is produced.

Carroll College at Waukesha is a four-year liberal arts school. A two-year branch campus was opened by UW at Waukesha in the fall of 1966; it has become the largest of such branches—some 1,700 students.

So closely is Waukesha County tied to the lakeshore district that it is included by the Bureau of the Census in the Milwaukee standard metropolitan statistical area.

Because of its numerous lakes, the county has long been a recreation center. The old-time resort hotel, however, has been declining in importance. The lakes are pretty well surrounded by permanent homes. The Construction section shows a very large building program for amusement and recreational projects.

The first white travelers in the region were impressed by the beauty of the countryside. Prairies were put to the plow as early as the 1820-30 period, and the state's first railroad ran from Milwaukee to Waukesha. Railroads serving the county now are the Soo, Milwaukee, and Chicago & North Western. Mitchell Field, on the south edge of Milwaukee, provides excellent air service. Waukesha has a commuter service, Wisconsin Air.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	728	595	461
Employees (1,000's)	30.0	22.7	19.6
% of state	5.54	4.53	3.83
Total payroll ($ millions)	$ 439.8	$ 220.5	$ 142.3
% of state	5.95	4.66	3.98
Avg. earnings/hr., prod. workers	$ 6.52	$ 4.26	$ 3.13
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 913.9	$ 430.3	$ 303.6
% of state	5.46	4.55	4.33
New mfg. capital expenditures ($ millions)	$ 69.0	$ 27.6	$ 19.4
% of state	5.80	5.16	3.83
Value of shipments ($ millions)	$1,737.7	$ 803.0	$ 542.4
% of state	4.45	3.77	3.51

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	9	5	4	3	1
Textiles, apparel, leather	7	1	0	1	0
Wood products, furniture	25	10	2	0	0
Paper, paper prods.	3	4	0	1	1
Chemicals, petrol., rubber & plastics	30	14	9	6	1
Metalworking, mach., transport. equip.	242	90	36	17	21
Printing & publishing	53	12	7	6	2
All other types	34	12	6	3	0

Factory jobs per 1,000 population, June, 1978

County 109 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Harnischfeger Corp.	Brookfield	Headquarters: management, R & D, etc.	1,600-1,699
Waukesha Engine Div. (Dresser)	Waukesha	Internal combustion engines, generator sets	1,300-1,399
RTE Corp.	Waukesha	Transformers, switches, fuses, etc.	1,200-1,299
Wisconsin Centrifugal, Inc.	Waukesha	Various castings, products	700-749
Milwaukee Electric Tool Corp.	Brookfield	Portable electric tools	700-749
W. A. Krueger Co.	Brookfield	Printing, magazine, books, etc.	650-699
Carnation Co.	Oconomowoc	Cans, miscellaneous foods	650-699
General Electric Medical Systems	Waukesha	Diagnostic equipment	600-649
GTE Automatic Electric Inc.	Waukesha	Telephone apparatus	500-549
Stolper Industries, Inc.	Menomonee Falls	Fabricated plate work, fabricated products	500-549

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Waukesha Memorial Hospital	Waukesha	Hospital	1,200-1,299
Wisconsin Telephone Co.	Waukesha	Utility	850-899
Community Memorial Hospital of Menomonee Falls	Menomonee Falls	Hospital	700-749
Elmbrook Memorial Hospital	Brookfield	Hospital	600-649
Memorial Hospital of Oconomowoc	Oconomowoc	Hospital	500-549

MANUFACTURING — ANALYSIS

The county is now second in factory jobs. No other county gives serious competition for quantity of jobs added over recent decades. Despite the apparent diversification, metalworking industries are predominant. Highly sophisticated smaller companies service the large firms of the Milwaukee area and nationwide. The March 1979 job figure (latest data available) was somewhat over 33,000. The previous peak, before the 1974-5 recession was only about 26,340. Briggs & Stratton broke ground in 1979 for a 740,000 square foot plant in Menomonee Falls. It will be used for distribution (parts, etc.) as well as some production. The mind can't visualize anything of this size.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)

Total ($1,000's)	$ 96,547	% of state	6.52
Per capita [r]	$ 350	State avg.	$ 320
Full value rate [s]	$ 19.94	State avg.	$ 22.31

Property Assessment—full value

Total ($ millions)	$ 5,204	% of state	7.08
Per capita [r]	$ 18,900	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$228,955	% of state	6.43

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 98,445	8.79
Corporate income	$ 16,997	6.42
Sales and use	$ 48,967	6.93

State Shared Taxes	($1,000's)	% of state
Total	$ 15,750	5.18
State Aids		
Payment to school districts	$ 34,246	5.45
Health & social services (co. govt. only)	$ 12,604	2.94
Transportation	$ 4,440	3.67

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Big Bend, vil.	1,148	1,633	42.2
Butler, vil.	2,261	2,105	-6.9
Chenequa, vil.	642	514	-19.9
Dousman, viil.	451	963	113.5
Eagle, vil.	745	884	18.7
Elm Grove, vil.	7,201	8,038	11.6
Hartland, vil.	2,763	5,024	81.8
Lac La Belle, vil.	227	240	5.7
Lannon, vil.	1,056	1,114	5.5
Menomonee Falls, vil.	31,697	32,842	3.6
Merton, vil.	646	974	50.8
Mukwonago, vil.	2,367	3,903	64.9

	1970	1978 [t]	% Change 1970-78
Nashotah, vil.	410	680	65.8
North Prairie, vil.	669	777	16.1
Oconomowoc Lake, vil	599	569	-5.0
Pewaukee, vil.	3,271	4,700	43.7
Sussex, vil.	2,758	4,315	56.4
Wales, vil.	691	1,711	147.6
Brookfield, city	31,761	35,638	12.2
Delafield, city	3,182	3,779	18.8
Muskego, city	11,573	15,241	31.7
New Berlin, city	26,910	33,260	23.6
Oconomowoc, city	8,741	10,784	23.4
Waukesha, city	39,695	50,572	27.4

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 13,595		% of state 9.94	

Valuation per unit, 1978:

$ 54,926		Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 70,579		Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	1,638	301,864	8.66
Manufacturing	256	66,234	7.02
Commercial	396	64,640	8.34
Amusement & recreation	50	14,551	12.30
Hotels, motels, etc.	8	1,008	2.03

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 371,200; Great Lakes/Mississippi shoreline 0 miles.

Acreage of named lakes 14,996; Total number of lakes 118; Lakes with public access 47

Total public land designated for recreation use 17,358 acres: Federal- 0 acres; State- 12,482 acres; County- 1,603 acres; Other public areas [y] 3,273 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 45; Canoe pick-up services 5

Swimming [z] 43 areas

Fishing: Sample of fish caught—Panfish, bass, northern, catfish

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 13 eighteen hole, 6 nine hole

Camping (developed & primitive) [z] 638 sites

Major hiking trails 20 miles

Bicycling trails 64 miles

Snowmobiling trails open to public use 20 miles

Downhill skiing [z] 2 areas, 14 runs

Cross country skiing [z] 5 areas, 60 miles

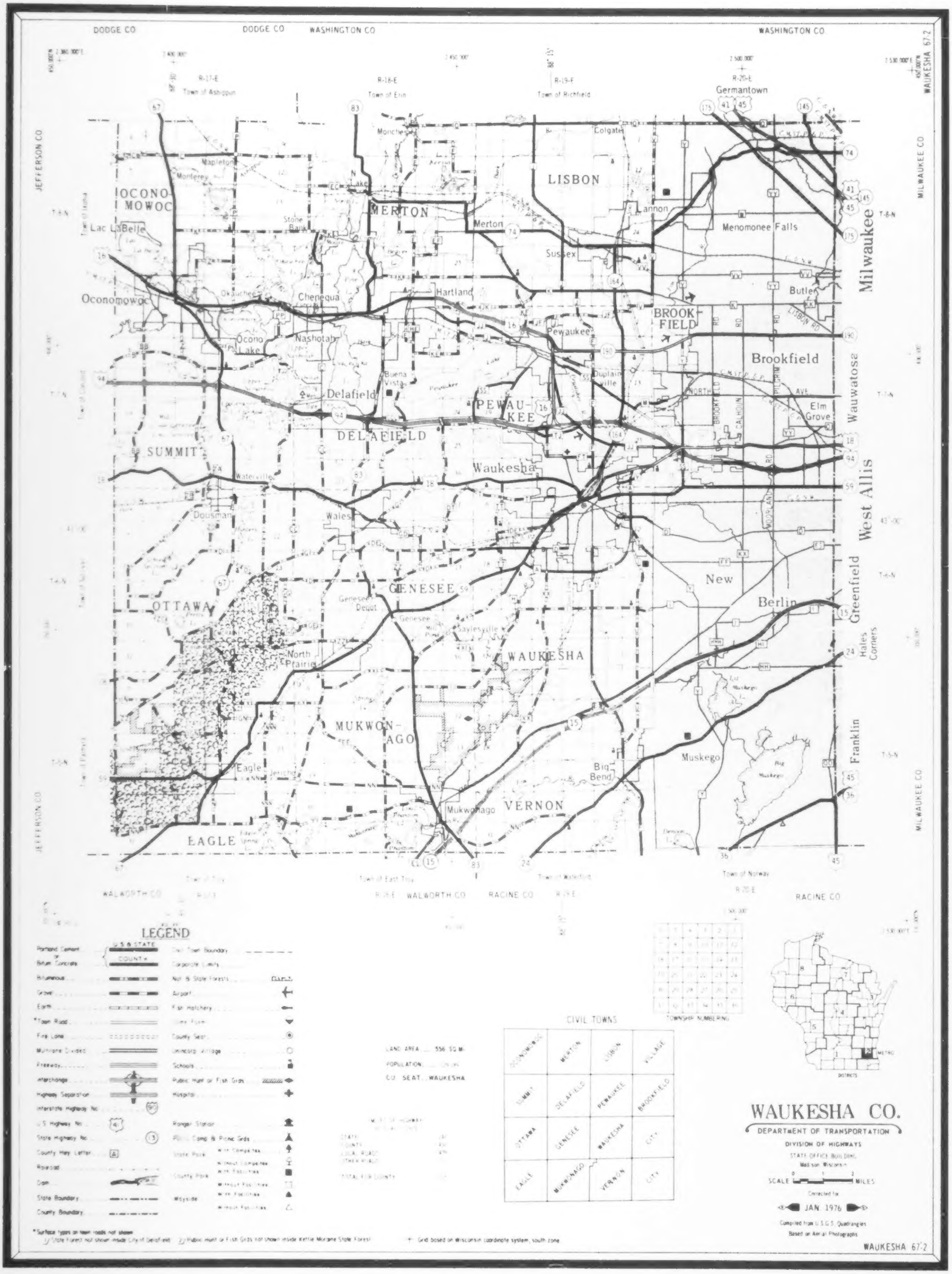
Hunting 11,717 acres

OF SPECIAL INTEREST Cushing Memorial Park, Hawks Inn, Lapham Peak, Little Fox River Water Trail, State Fish Hatchery, Kettle Moraine State Forest

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


DODGE CO.
WASHINGTON CO.
JEFFERSON CO.
MILWAUKEE CO.
WALWORTH CO.
RACINE CO.
WAUKESHA 67-2
Town of Ashippun
Town of Erin
Town of Richfield
Germantown
OCONOMOWOC
MERTON
LISBON
SUMMIT
DELAFIELD
PEWAUKEE
BROOKFIELD
OTTAWA
GENESEE
WAUKESHA
MUKWONAGO
VERNON
EAGLE
Oconomowoc
Lac La Belle
Okauchee
Chenequa
Hartland
Merton
Sussex
Lannon
Colgate
Menomonee Falls
Butler
Nashotah
Delafield
Pewaukee
Brookfield
Elm Grove
Waukesha
Wales
Dousman
Genesee Depot
North Prairie
Eagle
Mukwonago
Big Bend
Muskego
New Berlin
Milwaukee
Wauwatosa
West Allis
Greenfield
Hales Corners
Franklin
Town of Troy
Town of East Troy
Town of Waterford
Town of Norway
LEGEND
LAND AREA ... 556 SQ. MI.
POPULATION
CO. SEAT... WAUKESHA
CIVIL TOWNS
TOWNSHIP NUMBERING
DISTRICTS
METRO
WAUKESHA CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
Corrected for
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
Grid based on Wisconsin coordinate system, south zone

SF 703 SF 2170

WAUPACA COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

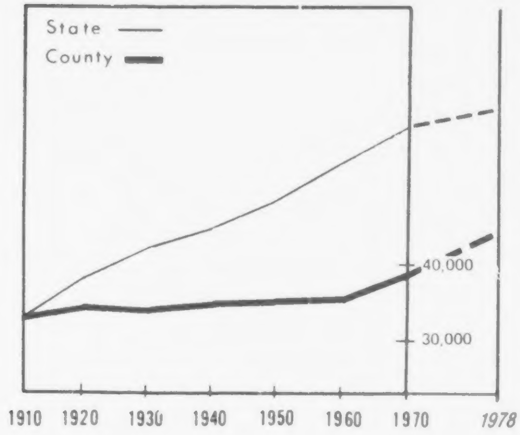
WAUPACA

The county has a lively industrial sector, and productive dairy farmers. Population growth seems to be rather large. Recreational assets are surely part of the reason for in-migration, but jobs are increasing significantly.

POPULATION

1978 population [a]	41,425	% of state	0.89
1970 population [b]	37,780	% of state	0.86
1970-78 change (%)	9.6	State change	5.3 %
Net migration, 1960-70	790 in-		
Density, 1978	55.2 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	6,417	6,183	35	37	42	34
18-44	5,105	5,097	27	27	27	34
45-64	4,140	4,300	22	20	23	20
65 & over	3,025	3,513	16	10	18	12
Total	18,687	19,093	100%		100%	

Median age 34.1; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 8,049; State $ 10,068

Income Groups:	County %	State %
Under $4,000	19	13
$10,000 & over	36	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 233,775; % of state 0.73

Per capita $ 5,589; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 47,664
Govn't: state & local	$ 24,131
Farm	$ 20,359

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[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	12,762	$ 174	958
Major Groups:			
Construction	425	$ 185	110
Manufacturing	3,959	$ 221	91
Transp., Util.	425	$ 239	41
Wholesale trade	480	$ 189	65
Retail trade	2,501	$ 112	333
Finance, Ins., etc.	507	$ 173	62
Services	1 810	$ 130	184
Government	2,509	$ 180	55

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	2,231	2,011	10.9	4.9
Nonfarm Proprietors	1,698	1,976	10.4	6.2
Wage & Salary Employment (major groups):				
Farm	519	714	3.9	2.1
Construction	133	383	2.1	3.4
Manufacturing	3,399	3,684	20.0	24.9
Transp., Util.	329	423	2.3	3.9
Wholesale trade	362	545	3.0	4.1
Retail trade	2,232	2,488	13.5	14.8
Finance, Ins., etc.	191	474	2.6	3.8
Services	1,650	2,215	12.0	15.9
Government	3,065	3,421	18.6	15.5
Total (Employment)	15,836	18,406	—	—

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[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE[f]

FARMLAND

	Number of Farms[g]	Land in Farms (acres)
1978	1,850	332,400
1977	1,880	335,900

% of land in farms, 1978	69	State 54%
Avg. size of farms, 1978	180 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974[h]	90 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 671	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 26,846	State avg. $ 32,493
Total ($1,000's)	$ 50,470	% of state 1.6

Major Groups	($1,000's)	% of State
Dairy products	$ 34,068	1.8
Meat animals	$ 7,232	1.4
Poultry & eggs	$ 770	0.7
Field crops	$ 3,916	1.4
All vegetables	$ 2,314	1.3
Specialty crops	$ 1,916	1.6

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY[i]

Area in forest (acres) 166,400

% of land area 35 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973[j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		373
Other softwoods	18,004	45,087	38
Oak	21,425	51,483	652
Maple (hard)	3,895	10,149	173
Aspen	15,026	10,409	228
Other hardwoods	29,909	53,897	1,126

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS[k]

Kinds quarried, processed (1977):

Sand & gravel, stone

Value of product	$ 1,050,000	% of state	0.78
Employment covered by U.C., 1977 (an avg.)[l] County	16	State	2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE[m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	585	1972	607
Sales ($1,000's): 1977	$118,607	% of state	0.79
1972	$ 76,250	% of state	0.82
Sales per capita, 1977: Co.	$ 2,901	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 7,502	0.76
Gen. merchandise	$ 9,077	0.47
Foods	$ 27,289	0.88
Automotive	$ 26,045	0.86
Gas stations	$ 11,389	0.91
Apparel	$ 3,652	0.65
Furnit., house equip.	$ 5,976	0.88
Eating & drinking places	$ 13,351	0.88
Drug stores	$ W	—
Miscellaneous	$ W	—

WHOLESALE TRADE

No. of establishments: 1977	74	1972	92
Sales ($1,000's): 1977	$ 139,405	% of state	0.71
1972	$ 79,532	% of state	0.73

SERVICE INDUSTRIES

No. of establishments: 1977	337		
Total receipts, 1977 ($1,000's)	$ 17,789	% of state	0.70
Hotel, motels, recreation camps			
No. of establishments: 1977	31	1972	39
Receipts: ($1,000's) 1977	$ 993	% of state	0.36
1972	$ 762	% of state	0.44
Amusements, recreation services			
No. of establishments: 1977	36	1972	42
Receipts: ($1,000's) 1977	$ 3,508	% of state	1.29
1972	$ 2,632	% of state	1.49

[m] U.S., Bureau of the Census

WAUPACA COUNTY — A DESCRIPTION

Waupaca County, in the east-central part of Wisconsin, is entirely within the drainage basin of the Wolf River and its tributaries, chiefly the Waupaca and Embarrass rivers. The surface is mostly level to gently rolling, with sandy and sandy loam soils in the western one-third and mostly red loam soils in the eastern section. The county seat, Waupaca, is 112 miles northeast of Madison, and about 129 miles northwest of Milwaukee.

Population was almost stationary most of this century, as rural population losses were about as great as the gains in the cities. The 1960 population was the highest ever counted by the federal census, though the growth rate was less than one percent, 1950 to 1960. The gain of almost seven percent in the 1960's was fairly substantial. Considerable growth has taken place since 1970. The official estimate implies that net in-migration is about 3,000 since 1970. Population density of 55 persons per square mile is significantly above the density in a typical agricultural county, showing that industrial development has provided a substantial supplement to the older agrarian economy.

Waupaca County has a much older population, on the average, than that of Wisconsin as a whole. The Wisconsin Veterans Home at King has several hundred older citizens. About 3,000 more persons moved out of the county than moved in during the period 1950 to 1960. The losses were mainly among young people. In the sixties there was some in-migration.

Incomes are below the state average. The median family income estimate for 1969 was $8,049, compared with a state average of $10,068. The income level in Waupaca County is typical of a combination agricultural-manufacturing area outside of metropolitan centers. Personal income in 1977 was estimated to be .73 percent of the state total, for .89 percent of the state population.

Retail sales are high in relation to income. The 1977 retail sales figure was .79 percent of the state total. Gas stations and eating and drinking places had relatively large volumes of business, reflecting the tourist trade and resort business. Furniture and household equipment, for some reason, had a notable volume of business.

Agricultural trends in the county are generally like those in most of Wisconsin. The average size of farms is above a quarter section, but cropland per farm is relatively low. Dairying is still the largest source of farm income. There is a fairly large potato crop, but present acreage is small compared with the acreage planted to potatoes several decades ago. Sales for the average farm are well below the state average. 663 farm operators, a relatively large number, reported working off their farms 100 days or more in 1969—latest data.

Food processing has been a major source of manufacturing employment over the years. There are over a dozen milk products plants, and the county ranks as one of Wisconsin's leading counties in cheese output. Wood products firms have also provided a number of jobs. Several metalworking operations have gradually been acquired, to give the county a fair degree of industrial diversity. FWD dates from 1909, when local inventors started making autos using the 4-wheel drive principle. The foundry at Waupaca has undertaken several expansions. Industrial growth has been substantial, and plant construction has kept pace.

Approximately 35 percent of the county has a forest cover. Leading timber species include oak and softwoods. In addition to crushed limestone and sand and gravel, Waupaca County establishments occasionally report some production of clay. Small clay products plants have made brick and tile occasionally.

Waupaca County gets its name from the Waupaca River. Settlement began about 1849, while the area was still legally Indian territory. Lumber mills were already operating, especially along the Wolf River. New London was the center of the lumbering activity from the beginning. Dairying followed a general-type farming phase, and the cheddar cheese plant became a common landmark. The 1905 Census of Wisconsin indicated that most residents were native-born, but German-born were relatively numerous in the county. Norwegians were concentrated in the Iola-Scandinavia area.

Waupaca County is served by the Chicago & North Western, the Soo Line, and the Green Bay & Western. U.S. number 45 is the principal regional highway. Scheduled flights are available at Appleton and Green Bay.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	93	93	101
Employees (1,000's)	3.8	3.4	3.5
% of state	0.70	0.68	0.68
Total payroll ($ millions)	$ 37.8	$ 26.5	$ 17.9
% of state	0.51	0.56	0.50
Avg. earnings/hr., prod. workers	$ 4.58	$ 3.37	$ 2.33
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 80.5	$ 51.5	$ 33.9
% of state	0.48	0.54	0.48
New mfg. capital expenditures ($ millions)	$ 5.9	$ 3.5	$ 1.6
% of state	0.50	0.65	0.32
Value of shipments ($ millions)	$207.2	$132.4	$ 87.1
% of state	0.53	0.62	0.56

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	19	2	2	0	0
Textiles, apparel, leather	1	0	0	1	0
Wood products, furniture	9	4	1	2	1
Paper, paper prods.	0	2	0	1	0
Chemicals, petrol., rubber & plastics	1	1	0	0	0
Metalworking, mach., transport. equip.	2	3	4	1	2
Printing & publishing	8	2	2	0	0
All other types	4	2	0	0	0

Factory jobs per 1,000 population, June, 1978

County 94 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Waupaca Foundry, Inc.	Waupaca	Castings (gray iron)	550-599
FWD Corp.	Clintonville	Heavy duty trucks, fire trucks	550-599
Mill-Craft Housing Corp.	Waupaca	Modular homes	300-349
Baker Canning Co.	Clintonville	Canned vegetables (seasonal)	150-199
Marion Plywood Corp.	Marion	Plywood, veneer	150-199
Presto Products, Inc.	Weyauwega	Food and freezer wrap, bags	150-199
Borden, Inc.	New London	Cheese	100-149
A. E. Moore Co., Inc.	Waupaca	Electric garage door operators	100-149
Zwicker Knitting Mills	Waupaca	Knitwear	100-149
Curtis Corp.	New London	Architectural flush doors	70-99

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Wisconsin Veteran's Home	King	Residential care	500-549
Riverside Community Hospital	Waupaca	Hospital	150-199
Ron & Lloyd's Red Owl	New London	Grocery store	100-149
Clintonville Community Hospital	Clintonville	Hospital	100-149
St. Joseph Residence, Inc.	New London	Nursing care facility	100-149

MANUFACTURING — ANALYSIS

Historically, factory job totals pretty well reflected the fortunes of the big maker of trucks. Job totals are variable—at least they have been during the last decade or so. The March 1979 job figure (latest data available) was 3,900. That is somewhat higher than it was before the 1974-5 recession. The success story in this area has been the foundry. Woodworking and foods industries are still quite important. Plant expansion experience during the last two-three years has been rather impressive.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 10,555	% of state	0.71
Per capita [r]	$ 258	State avg.	$ 320
Full value rate [s]	$ 18.91	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 617	% of state	0.84
Per capita [r]	$ 15,100	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 16,305	% of state	0.46

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 7,468	0.67
Corporate income	$ 1,633	0.62
Sales and use	$ 5,696	0.81

State Shared Taxes	($1,000's)	% of state
Total	$ 2,194	0.72
State Aids		
Payment to school districts	$ 5,894	0.94
Health & social services (co. govt. only)	$ 3,550	0.83
Transportation	$ 1,343	1.11

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes*, and *Town, Village and City Taxes*.

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Big Falls, vil.	112	91	-18.7
Embarrass, vil.	472	556	17.8
Fremont, vil.	598	585	-2.2
Iola, vil.	900	1,009	12.1
Ogdensburg, vil.	206	224	8.7
Scandinavia, vil.	268	315	17.5

	1970	1978 [t]	% Change 1970-78
Clintonville, city	4,600	4,491	-2.4
Manawa, city	1,105	1,161	5.1
Marion, city	1,218	1,288	5.7
New London, city*	5,801	6,213	7.1
Waupaca, city	4,343	4,608	6.1
Weyauwega, city	1,377	1,613	17.1

*Total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 1,105 % of state 0.80

Valuation per unit, 1978:

$ 37,305 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 30,138 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	242	29,887	0.84
Manufacturing	57	13,604	1.44
Commercial	81	8,454	1.09
Amusement & recreation	6	519	0.44
Hotels, motels, etc.	7	395	0.79

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 487,040; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 6,714; **Total number of lakes** 241; **Lakes with public access** 72

Total public land designated for recreation use 6,342 acres: **Federal-** 0 acres; **State-** 4,658 acres; **County-** 270 acres; **Other public areas** [y] 1,414 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 4, 67; **Canoe pick-up services** 1

Swimming [z] 37 areas

Fishing: Sample of fish caught—Panfish, bass, northern, trout

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 7 nine hole

Camping (developed & primitive) [z] 1,124 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 31 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 2 areas, 12 miles

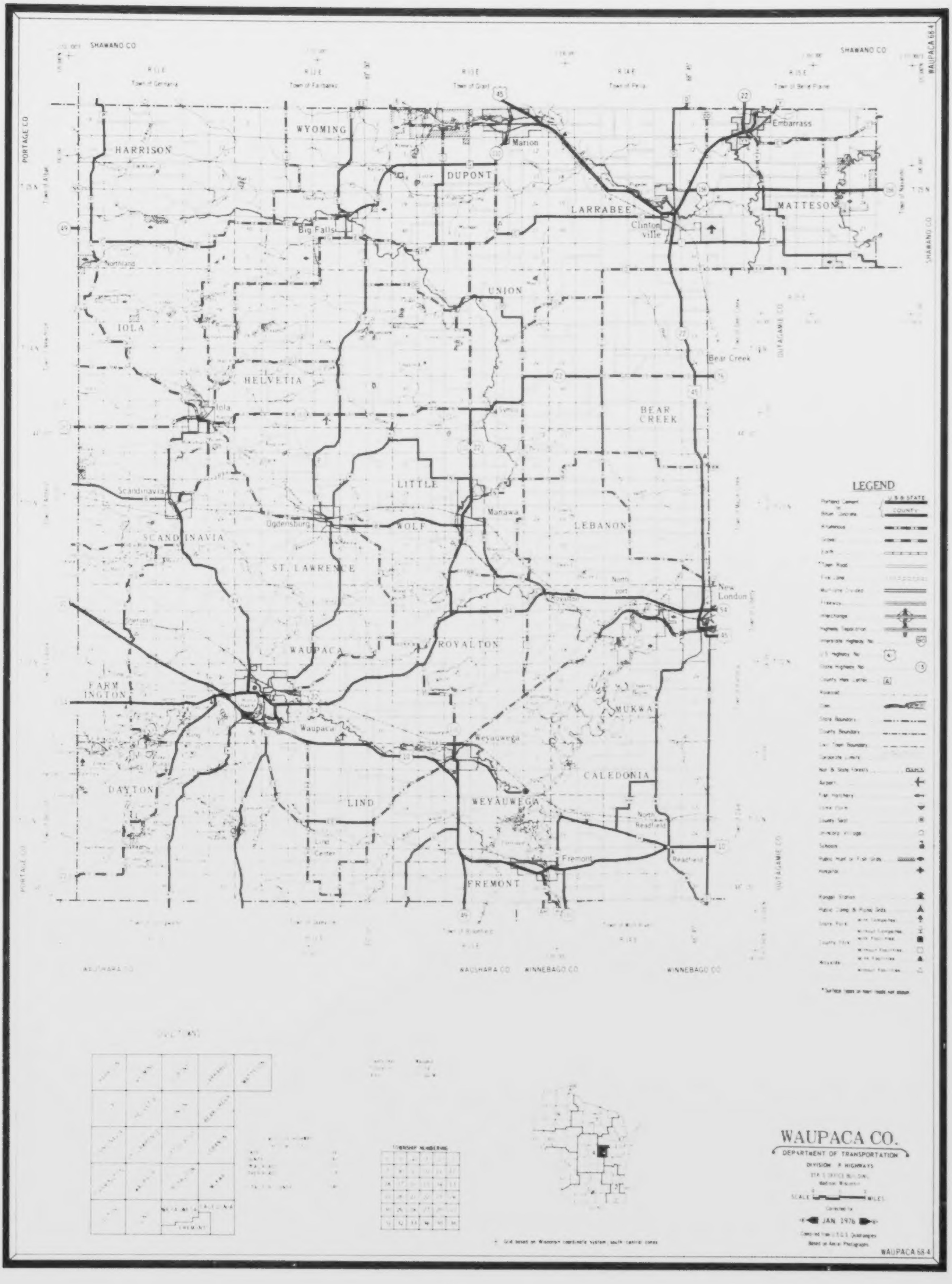
Hunting 12,939 acres

OF SPECIAL INTEREST FWD Museum, Hutchinson House, Waupaca Chain of Lakes Water Trail

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


WAUPACA 68 4
SHAWANO CO.
PORTAGE CO.
OUTAGAMIE CO.
WAUSHARA CO.
WINNEBAGO CO.
Town of Germania
Town of Fairbanks
Town of Grant
Town of Pella
Town of Belle Plaine
HARRISON
WYOMING
DUPONT
LARRABEE
MATTESON
Marion
Embarrass
Big Falls
Clintonville
Northland
UNION
IOLA
HELVETIA
Iola
Bear Creek
BEAR CREEK
LITTLE WOLF
Manawa
Scandinavia
SCANDINAVIA
Ogdensburg
LEBANON
ST. LAWRENCE
New London
Royalton
Northport
WAUPACA
ROYALTON
FARMINGTON
Waupaca
MUKWA
Weyauwega
DAYTON
CALEDONIA
LIND
WEYAUWEGA
North Readfield
Readfield
Lind Center
Fremont
FREMONT
LEGEND
WAUPACA CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE
MILES
Corrected to
JAN. 1976
Compiled from U.S.G.S. Quadrangles
Based on Aerial Photographs
TOWNSHIP NUMBERING
Grid based on Wisconsin coordinate system south central zone
WAUPACA 68 4

S 8703 S8670

WAUSHARA COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

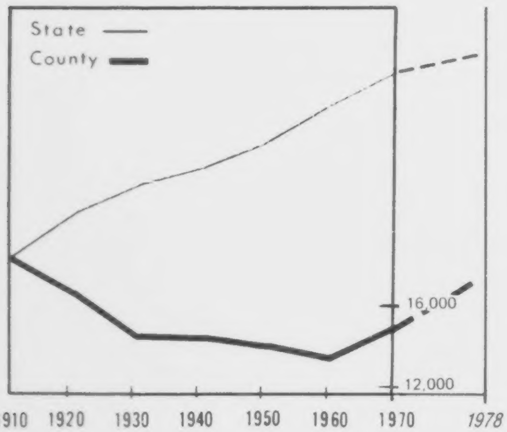
WAUSHARA

It seems that a portion of the sizable population growth here, as in neighboring Marquette and Adams, is based on the pull of lakes, woods, wildlife, etc. However, some kinds of jobs are growing. The key element here is probably the vast expenditures to develop the sandy soils to produce vegetables. Irrigation has made the snap bean the trademark.

POPULATION

1978 population [a]	16,817	% of state	0.36
1970 population [b]	14,795	% of state	0.33
1970-78 change (%)	13.7	State change	5.3 %
Net migration, 1960-70	956 in-		
Density, 1978 26.8 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	2,498	2,377	34	37	32	34
18-44	1,998	1,997	27	33	27	34
45-64	1,627	1,767	22	20	24	20
65 & over	1,232	1,299	17	10	17	12
Total	7,355	7,440	100%		100%	

Median age 34.8; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)
Median: County $ 7,091; State $ 10,068

Income Groups:	County %	State %
Under $4,000	25	13
$10,000 & over	27	51

PERSONAL INCOME, 1977 [c]
Total ($1,000's) $ 89,381; % of state 0.28
Per capita $ 5,499; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Farm	$ 13,551
Gov't: state & local	$ 6,752
Retail trade	$ 6,009

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	4,381	$ 146	369
Major Groups:			
Construction	159	$ 169	48
Manufacturing	428	$ 220	22
Transp., Util.	182	$ 256	24
Wholesale trade	353	$ 154	21
Retail trade	852	$ 118	109
Finance, Ins., etc.	173	$ 154	20
Services	605	$ 119	66
Government	727	$ 137	35

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	1977 % Distr. Wis.
Farm Proprietors	1,162	1,109	17.4	4.9
Nonfarm Proprietors	531	608	9.6	6.2
Wage & Salary Employment (major groups):				
Farm	628	913	14.4	2.1
Construction	70	133	2.1	3.4
Manufacturing	374	384	6.0	24.9
Transp., Util.	133	159	2.5	3.9
Wholesale trade	83	213	3.4	4.1
Retail trade	614	815	12.8	14.8
Finance, Ins., etc.	97	161	2.5	3.8
Services	467	630	9.9	15.9
Government	987	1,109	17.4	15.5
Total (Employment)	5,185	6,358	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	960	208,900
1977	970	209,600

% of land in farms, 1978	52	State 54%
Avg. size of farms, 1978	218 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	115 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 536	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 38,518	State avg. $ 32,493
Total ($1,000's)	$ 37,363	% of state 1.2

Major Groups	($1,000's)	% of State
Dairy products	$ 12,351	0.7
Meat animals	$ 3,249	0.6
Poultry & eggs	$ 734	0.6
Field crops	$ 3,215	1.1
All vegetables	$ 16,267	8.9
Specialty crops	$ 1,076	0.9

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 119,300

% of land area 30 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		414
Other softwoods	13,762	32,451	5
Oak	23,755	64,139	484
Maple (hard)	2,228	6,306	9
Aspen	9,259	7,376	5
Other hardwoods	17,072	33,496	110

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Sand & gravel

Value of product $ 426,000 ('76) % of state 0.32

Employment covered by U.C., 1977 (an avg.) [l]

County 17 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	213	1972	227
Sales ($1,000's): 1977	$ 40,768	% of state	0.27
1972	$ 24,774	% of state	0.27
Sales per capita, 1977: Co.	$ 2,484	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ W	—
Gen. merchandise	$ 1,781	0.09
Foods	$ 7,551	0.26
Automotive	$ 7,610	0.23
Gas stations	$ 5,673	0.45
Apparel	$ 318	0.06
Furnit., house equip.	$ 244	0.04
Eating & drinking places	$ 5,481	0.36
Drug stores	$ W	—
Miscellaneous	$ 6,943	0.47

WHOLESALE TRADE

No. of establishments: 1977	22	1972	31
Sales ($1,000's): 1977	$ 16,449	% of state	0.08
1972	$ 8,742	% of state	0.08

SERVICE INDUSTRIES

No. of establishments: 1977	132		
Total receipts, 1977 ($1,000's)	$ 3,978	% of state	0.16
Hotel, motels, recreation camps			
No. of establishments: 1977	19	1972	17
Receipts: ($1,000's) 1977	$ 766	% of state	0.28
1972	$ 887	% of state	0.52
Amusements, recreation services			
No. of establishments: 1977	14	1972	18
Receipts: ($1,000's) 1977	$ 712	% of state	0.26
1972	$ 472	% of state	0.27

[m] U.S., Bureau of the Census

WAUSHARA COUNTY — A DESCRIPTION

Geographers would now use terms like "reverse migration" and "amenity area" in describing trends in this county. It is really one of many of the central and northern Wisconsin counties that once were losing population, and seemed to have a negative image. Now, people are moving in, because of lakes, woods, or whatever.

An Indian term meaning "good earth" was taken as this county's name when it was formed in 1851. Paradoxically, over two-thirds of Waushara's soils are of the sandy variety, not generally rated highly. But there may be some magic in an Indian name, for the soils seem to produce good results. Waushara leads the state's counties in snap bean production. It has also been among the leaders in strawberries.

Waushara's topography includes a large central section with "kettle moraine" features. Lakes are numerous, though usually small. The sandy or sandy loam soils are found in all but the eastern section of the county. Supplementary irrigation is practiced on these soils. The eastern section has reddish soils like much of the Fox Valley. In this area there are extensive marshlands.

About one-third of the county has a forest cover. Leading species are oak and softwoods. The Christmas tree business is extensive. Granite was quarried at one time at Redgranite and Lohrville, but the only mineral production reported in 1977 was sand and gravel.

Settlement began rather late. The first permanent settlement wasn't made until 1848, and even then the land had not yet been ceded by the Indians. Germans were the principal immigrant group to settle in the county. Scrub oak openings, in the mixed oak-hickory forest of the area, were cleared for farming. Wheat was introduced. By 1880, however, wheat raising was already on the decline, and dairying had gained a foothold. The potato provided a cash crop in early days. In more recent times, the county became a pickle-making center of national importance, and now the snap bean is of major importance.

Population density, at only 27 persons per square mile, is indicative of the extent of sub-marginal sandy, often swampy areas. Agricultural shifts had resulted in steady population losses, but between 1950 and 1960 the loss was held to 3 percent, less than in many agricultural areas. The 1970 census surprised everyone when it showed a gain of almost 10 percent. Demographers are reporting rapid growth since 1970. Commuting to nearby industrial centers has been a factor. More than 1,400 residents reported that they were engaged in manufacturing when the 1970 census was taken, but the factories in the county provided noticeably fewer jobs. Wisconsin Rapids and Stevens Point, northwest of the county, and Oshkosh and the Fox Valley complex, to the east, are all less than 35 miles from the county.

The Speed Queen plant and Kieckhefer Box were among the additions to local industry during the 50's. Other small firms have come in more recently.

This is no longer an area with lots of small, mostly unprofitable, farms. Sales per farm are now above the state average. The Census of Agriculture shows an increase in acreage under irrigation from 5,328 in 1959 to 28,300 in 1974. This costs money, and is indicative of the confidence vegetable growers have in the region. Snap beans (over 16,000 acres) and potatoes (3,500 acres) are the main irrigated crops.

Average incomes are relatively low in the county, typical of an area without an urban center. (The largest locality, Wautoma, has about 1,600 residents.) Retail trade is in line with estimated income. Per capita sales are below the state average. The strongest group may well be lumber, hardware and farm equipment, indicative of current investment in irrigation equipment, vegetable processing machinery, etc., as well as the purchases induced by resort businesses. This was the case in 1972, but 1977 figures were withheld. Gas stations and eating and drinking places obviously were serving tourists. The hotel, motel, etc., sector had negative trends in 1972-7.

The Chicago & North Western, which has a branch line coming out from Fond du Lac, has received authorization to abandon the portion of the line that served Waushara County. The future is uncertain. U.S. highway number 51, north-south, and state road number 21, east-west, are the principal regional roads. Scheduled flights are available at Oshkosh.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	NA	18	15
Employees (1,000's)	NA	.3	.6
% of state	—	0.06	0.12
Total payroll ($ millions)	$ NA	$ 1.8	$ 2.7
% of state	—	0.04	0.08
Avg. earnings/hr., prod. workers	$ NA	$ 3.50	$ 2.09
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ NA	$ 3.6	$ 5.8
% of state	—	0.04	0.08
New mfg. capital expenditures ($ millions)	$ NA	$ .1	$ .3
% of state	—	0.02	0.06
Value of shipments ($ millions)	$ NA	$ 9.9	$ 12.5
% of state	—	0.05	0.08

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	3	1	0	0	0
Textiles, apparel, leather	0	0	0	0	0
Wood products, furniture	5	0	0	0	0
Paper, paper prods.	0	1	0	0	0
Chemicals, petrol., rubber & plastics	0	2	0	0	0
Metalworking, mach., transport. equip.	5	2	1	0	0
Printing & publishing	1	0	0	0	0
All other types	0	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 25 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Swenson Corp.	Redgranite	Foam cushions	50-69
Shelmet Precision Casting Co., Inc.	Wild Rose	Precision investment castings	50-69
Speed Queen	Wautoma	Parts, dry cleaners	50-69
Shard Laboratories, Inc.	Wautoma	Medicinal products	30-49
Kieckhefer Boxes, Inc.	Wild Rose	Wood-cleated corrugated boxes	30-49
Fiesta Corporation	Hancock	Contract manufacturing	30-49
Daisy Dairy Co.	Poy Sippi	Cheese	20-29
Waushara Argus	Wautoma	Newspaper	20-29
Jaxco, Inc.	Wautoma	Gloves, safety apparel	10-19
Wild Rose Creamery Coop.	Wild Rose	Cheese	10-19

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
Leach Farms, Inc.	Poy Sippi	Vegetable crops (seasonal)	100-149
Strawberry Acres	Wautoma	Vegetable crops (seasonal)	100-149
Marks Brothers Pickle Co., Inc.	Wautoma	Vegetable crops (seasonal)	100-149
James Burns & Sons	Plainfield	Implement dealers, warehouses, etc.	100-149
Heritage Farms, Inc.	Wautoma	Vegetable crops (seasonal)	100-149

MANUFACTURING — ANALYSIS

March of 1979 (latest data available) jobs totaled 380, which was somewhat lower than in 1978 or 1974. The county has had its ups and downs. Little plant expansion activity has been announced for several years.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 5,571	% of state	0.38
Per capita [r]	$ 339	State avg.	$ 320
Full value rate [s]	$ 16.94	State avg.	$ 22.31

Property Assessment—full value			
Total ($ millions)	$ 343	% of state	0.47
Per capita [r]	$ 20,900	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 2,316	% of state	0.07

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 2,665	0.24
Corporate income	$ 514	0.19
Sales and use	$ 2,216	0.31

State Shared Taxes	($1,000's)	% of state
Total	$ 855	0.28
State Aids		
Payment to school districts	$ 2,010	0.32
Health & social services (co. govt. only)	$ 1,386	0.32
Transportation	$ 995	0.82

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Coloma, vil.	336	349	3.9
Hancock, vil.	404	434	7.4
Lohrville, vil.	213	276	29.6
Plainfield, vil.	642	717	11.7
Redgranite, vil.	645	760	17.8
Wild Rose, vil.	484	635	8.5
Wautoma, city	1,624	1,675	3.1

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	105	% of state	0.08

Valuation per unit, 1978:

$ 24,389	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 26,214	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	109	10,403	0.29
Manufacturing	8	359	0.04
Commercial	30	1,691	0.22
Amusement & recreation	4	155	0.13
Hotels, motels, etc.	2	55	0.11

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 407,680; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 4,188; **Total number of lakes** 136; **Lakes with public access** 48

Total public land designated for recreation use 13,415 acres; **Federal-** 0 acres; **State-** 11,422 acres; **County-** 397 acres; **Other public areas** [y] 1,596 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 2, 12; **Canoe pick-up services** 6

Swimming [z] 37 areas

Fishing: Sample of fish caught—Panfish, bass, trout, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 0 eighteen hole, 1 nine hole

Camping (developed & primitive) [z] 1,559 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 14 miles

Downhill skiing [z] 1 areas, 4 runs

Cross country skiing [z] 2 areas, 22 miles

Hunting 11,536 acres

OF SPECIAL INTEREST Granite Quarry, Fox River Water Trail

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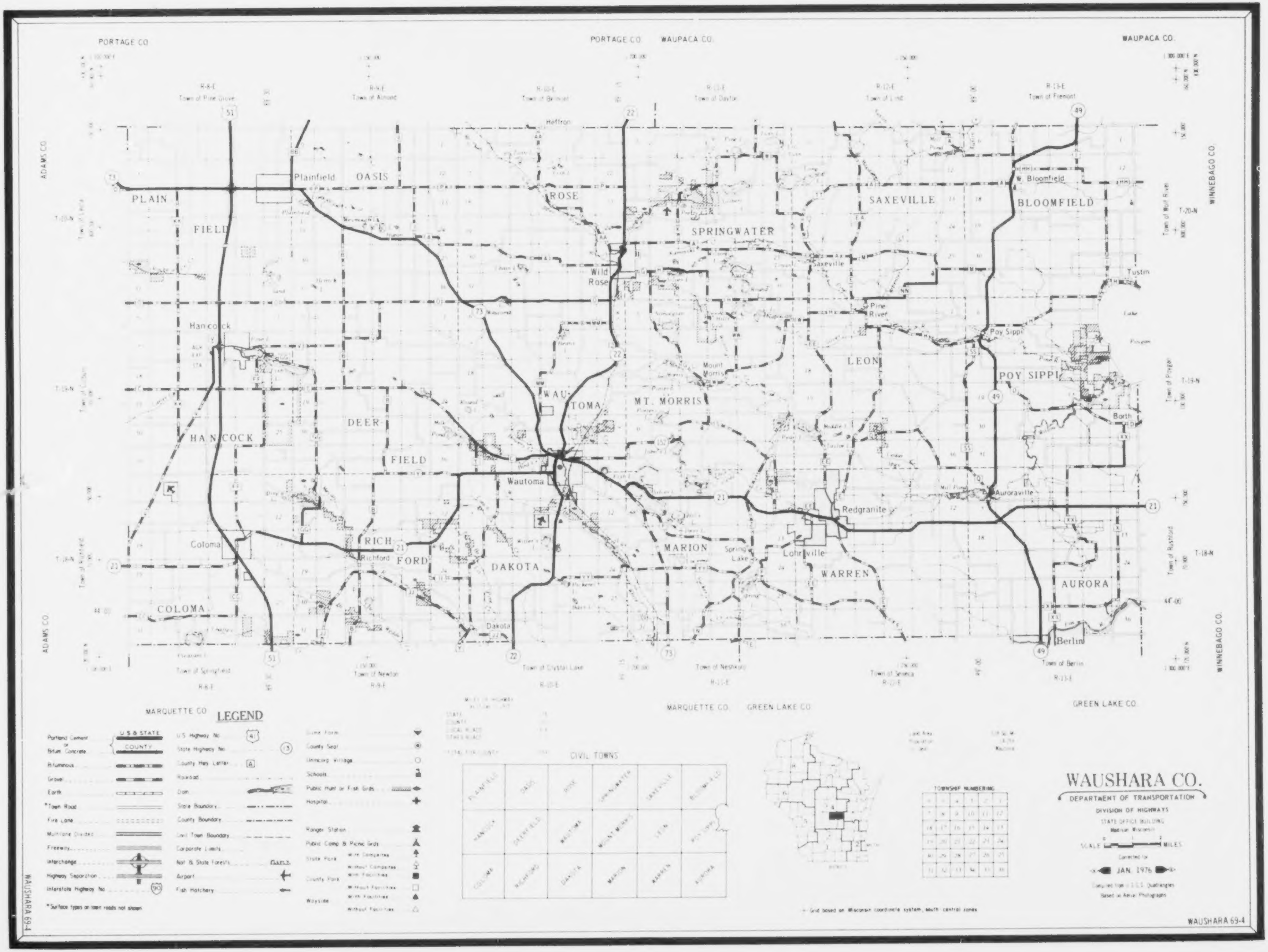
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.

PORTAGE CO.
PORTAGE CO.
WAUPACA CO.
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ADAMS CO.
WINNEBAGO CO.
MARQUETTE CO.
GREEN LAKE CO.
R-8-E
R-9-E
R-10-E
R-11-E
R-12-E
R-13-E
T-20-N
T-19-N
T-18-N
Town of Pine Grove
Town of Almond
Town of Belmont
Town of Dayton
Town of Lind
Town of Fremont
Town of Wolf River
Town of Poygan
Town of Rushford
Town of Berlin
Town of Seneca
Town of Neshkoro
Town of Crystal Lake
Town of Newton
Town of Springfield
Town of Coloma
Town of Richford
PLAIN
FIELD
OASIS
ROSE
SPRINGWATER
SAXEVILLE
BLOOMFIELD
HANCOCK
DEER
FIELD
WAU
TOMA
MT. MORRIS
LEON
POY SIPPI
COLOMA
RICH
FORD
DAKOTA
MARION
WARREN
AURORA
Plainfield
Heffron
Wild Rose
Saxeville
Pine River
Poy Sippi
W. Bloomfield
Tustin
Borth
Hancock
Mount Morris
Wautoma
Coloma
Richford
Dakota
Spring Lake
Lohrville
Redgranite
Auroraville
Berlin
Lake Poygan
51
73
22
21
49
WAUSHARA CO.
DEPARTMENT OF TRANSPORTATION
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STATE OFFICE BUILDING
Madison Wisconsin
SCALE 0 1 2 MILES
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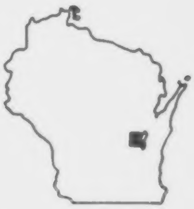
Based on Aerial Photographs
LEGEND
U S & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park With Campsites
Without Campsites
County Park With Facilities
Without Facilities
Wayside With Facilities
Without Facilities
*Surface types on town roads not shown
CIVIL TOWNS
TOWNSHIP NUMBERING
Grid based on Wisconsin coordinate system, south central zones
WAUSHARA 69-4
WAUSHARA 69-4

S8703 S8690

WINNEBAGO COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702



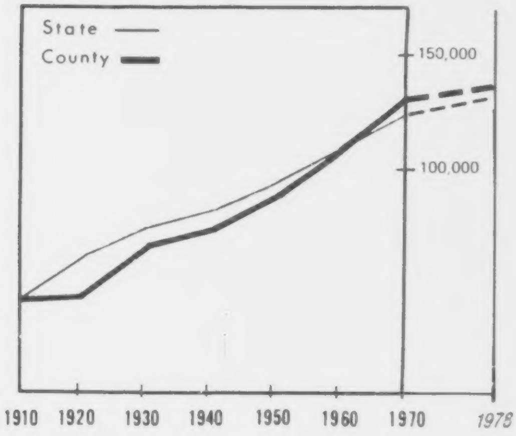
WINNEBAGO

Job growth in this heavily industrialized county has been very substantial. The 1978 population estimate below shows little growth since 1970. Something must be wrong with the estimate. Paper companies are predominant, but there is lots of metalworking industry.

POPULATION

1978 population [a]	132,793	% of state	2.86
1970 population [b]	129,946	% of state	2.94
1970-78 change (%)	2.2	State change	5.3 %
Net migration, 1960-70	8,758 in-		
Density, 1978 292.5 per sq. mi.;		State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	22,651	21,586	36	37	33	34
18-44	23,416	24,618	37	33	37	34
45-64	11,824	12,890	18	20	19	20
65 & over	5,497	7,449	9	10	11	12
Total	63,388	66,543	100%		100%	

Median age 25.9; State median 27.2

[a] Wis. Dept of Administration, *Official Pop. Estimates.*
[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 10,150; State $ 10,068

Income Groups:	County %	State %
Under $4,000	10	13
$10,000 & over	51	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 950,827; % of state 2.98

Per capita $ 7,137; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 385,382
Services	$ 92,117
Govn't: state & local	$ 86,548

[c] U.S. Dept. of Commerce; Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	55,801	$ 237	2,402
Major Groups:			
Construction	2,168	$ 287	299
Manufacturing	24,687	$ 295	222
Transp., Util.	1,587	$ 280	93
Wholesale trade	1,579	$ 249	134
Retail trade	9,081	$ 121	728
Finance, Ins., etc.	1,896	$ 182	209
Services	7,914	$ 176	634
Government	6,497	$ 235	49

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	1,566	1,426	2.2	4.9
Nonfarm Proprietors	2,827	3,070	4.8	6.2
Wage & Salary Employment (major groups):				
Farm	411	535	0.8	2.1
Construction	1,642	2,172	3.4	3.4
Manufacturing	19,946	22,936	35.8	24.9
Transp., Util.	1,736	2,301	3.6	3.9
Wholesale trade	1,371	1,677	2.6	4.1
Retail trade	8,360	8,982	14.0	14.8
Finance, Ins., etc.	1,553	1,922	3.0	3.8
Services	7,325	9,625	15.0	15.9
Government	8,859	9,158	14.3	15.5
Total (Employment)	55,802	64,093	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,270	206,200
1977	1,280	206,200

% of land in farms, 1978	72	State 54%
Avg. size of farms, 1978	162 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	115 ac.	State avg. 107 ac.
Farm sales, $ per acre, land continuing in agric. (1977)	$ 930	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 32,412	State avg. $ 32,493
Total ($1,000's)	$ 41,448	% of state 1.3

Major Groups	($1,000's)	% of State
Dairy products	$ 26,231	1.4
Meat animals	$ 5,258	1.0
Poultry & eggs	$ 1,187	1.0
Field crops	$ 4,456	1.5
All vegetables	$ 1,905	1.0
Specialty crops	$ 646	0.5

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 21,100

% of land area 7 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		48
Other softwoods	790	2,032	1
Oak	5,174	18,967	48
Maple (hard)	1,304	3,608	8
Aspen	553	756	1
Other hardwoods	8,129	21,090	109

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):
Stone, sand & gravel

Value of product $ 3,943,000 % of state 2.91

Employment covered by U.C., 1977 (an avg.) [l]

County 146 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	1,101	1972	1,229
Sales ($1,000's): 1977	$ 393,123	% of state	2.62
1972	$ 259,921	% of state	2.80
Sales per capita, 1977: Co.	$ 2,975	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 18,899	1.92
Gen. merchandise	$ 42,738	2.22
Foods	$ 76,802	2.50
Automotive	$ 69,573	2.31
Gas stations	$ 37,629	3.01
Apparel	$ 13,161	2.34
Furnit., house equip.	$ 17,774	2.61
Eating & drinking places	$ 44,026	2.91
Drug stores	$ 12,724	3.33
Miscellaneous	$ 59,797	3.86

WHOLESALE TRADE

No. of establishments: 1977	158	1972 176
Sales ($1,000's): 1977	$ 205,572	% of state 1.05
1972	$ 168,229	% of state 1.55

SERVICE INDUSTRIES

No. of establishments: 1977 875

Total receipts, 1977 ($1,000's) $ 66,490 % of state 2.56

Hotel, motels, recreation camps

No. of establishments: 1977	29	1972 40
Receipts: ($1,000's) 1977	$ 7,702	% of state 2.79
1972	$ 5,327	% of state 3.09

Amusements, recreation services

No. of establishments: 1977	124	1972 99
Receipts: ($1,000's) 1977	$ 6,569	% of state 2.42
1972	$ 4,281	% of state 2.43

[m] U.S., Bureau of the Census

WINNEBAGO COUNTY — A DESCRIPTION

Both state and federal demographers see very little population growth in the county since 1970. This is hard to understand. The basic economic sectors have made substantial gains. The enrollment at UW-Oshkosh is down insignificantly. The housing statistics are impressive. The 1980 Census will at least confirm or not confirm the current estimates.

Winnebago County lies in the important Fox River Valley industrial district. Most of its eastern border is formed by Lake Winnebago, the largest lake within the state. The topography varies from level to gently rolling.

In family income, Winnebago fits closely with the state average. It is, however, more highly industrialized and more densely populated than a typical Wisconsin county. Because of the large number of college students, the population is comparatively young.

Winnebago County's population increased by 18.5 percent during the decade of the 1950's, compared with a 15.1 percent statewide increase. As the influx of college students to Oshkosh accelerated in the sixties the population growth rate rose. In-migration (including students) was almost 9,000. If current estimates are right, there has been little growth since 1970; out-migration is occurring.

With 2.86 percent of the state's population, the county had 2.98 percent of the state's estimated personal income in 1977. The relative size of various income groups runs fairly close to the state pattern.

In the makeup of the jobs available in the county, Winnebago departs from the Wisconsin distribution. Thirty-six percent of the workers employed in the county were in manufacturing in 1977, against 25 percent of the state's work force. The county is a net importer of industrial labor; that is, more persons living outside the county commute to factory jobs within than live in the county and commute to jobs outside.

Farming employs only 3 percent of the labor force. Average sales per farm equal the state average. Dairy products are the single most important source of farm income. Following state (and national) trends, the number of farms has declined. Probably things are stabilizing. Winnebago County has followed the trend toward larger farm sizes, but this is a part of the Winnebagoland-Lakeshore region where farms, for some reason, were always a bit small.

Retail sales were below the state per capita average in 1977. They slipped, 1972-7, as a percent of the state's total retail volume. The strongest retail lines include drug stores, gas stations, and eating and drinking places. However, the Miles Kimball mail order house is the outstanding feature. The wholesale trade trend looks weak.

Papermaking is the dominant industry in Winnebago County. There are several large mills, other smaller ones, and supporting industry. Wood products and furniture, the early big industry in the county, also remain important, but companies making castings and transportation equipment are much larger. Printing has become a major employer more recently.

The number of manufacturing establishments has increased substantially in the period since World War II, and the county has witnessed some major plant expansions. It would appear as if the prerecession (1974-5) job peak, at about 22,400, was not much higher than in some earlier years. The 1979 figure was substantially higher. The Construction section shows that large investments are being made.

Only 7 percent of the land area is in woodlands. The most common species are oak and elm. The most important minerals produced are sand and gravel, and crushed limestone.

The county once had a large Indian population. The region was well known to white men for two centuries before permanent white settlement of the state began, because of its location on the important Fox-Wisconsin waterway which linked the Great Lakes with the Mississippi River. White settlement began in the later 1830's. The county was an important lumber center long before the Civil War, obtaining logs floated down the Wolf and other rivers from the great pine forests to the north. Soon, many sash and door, shingle, and furniture factories were established, utilizing the tremendous quantities of lumber available and making use of numerous waterpower sites. After most of the virgin timber had been cut, woodworking fell off, to be overtaken by papermaking, which utilizes cordwood obtained from an extensive region.

UW-Oshkosh offers a four-year, liberal arts course as well as some graduate work. The Milwaukee Road, the Chicago & North Western, and the Soo Line serve the area. Scheduled flights are available at Oshkosh.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of estab.	263	239	243
Employees (1,000's)	21.3	19.7	21.6
% of state	3.93	3.93	4.22
Total payroll ($ millions)	$ 295.2	$ 189.8	$ 155.5
% of state	3.99	4.02	4.35
Avg. earnings/hr., prod. workers	$ 6.24	$ 4.20	$ 3.05
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 619.4	$ 355.3	$ 270.9
% of state	3.70	3.76	3.86
New mfg. capital expenditures ($ millions)	$ 35.4	$ 31.9	$ 22.3
% of state	2.98	5.96	4.40
Value of shipments ($ millions)	$1,358.6	$ 741.9	$ 592.1
% of state	3.48	3.49	3.83

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	14	3	4	1	0
Textiles, apparel, leather	4	0	2	1	1
Wood products, furniture	13	3	1	4	2
Paper, paper prods.	1	7	4	3	11
Chemicals, petrol., rubber & plastics	10	4	1	0	0
Metalworking, mach., transport. equip.	30	17	10	8	7
Printing & publishing	27	11	4	3	1
All other types	10	6	2	1	1

Factory jobs per 1,000 population, June, 1978

County 185 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location	Product or Business	Employment
Kimberly-Clark Corp.	Neenah	Paper products	3,900-3,999
American Can Co.	Neenah-Menasha	Paper products	2,400-2,499
Neenah Foundry Co.	Neenah	Gray iron and ductile iron castings, etc.	1,500-1,599
Rockwell International	Oshkosh	Axles, transfer cases	900-950
George Banta Co., Inc.	Menasha	Publishing, printing	800-849
Oshkosh Truck Corp.	Oshkosh	Heavy-duty trucks	750-799
Mercury Marine (Brunswick)	Oshkosh	Engine parts	650-699
Universal Foundry Co.	Oshkosh	Castings, nonferrous and ferrous	550-599
Wisconsin Tissue Mills, Inc.	Menasha	Paper napkins, table covers, etc.	550-599
SNC Manufacturing Co., Inc.	Oshkosh	Transformers, reactors	500-549

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION [p]

Name	Location	Type of Business	Employment
UW-Oshkosh	Oshkosh	University	1,200-1,299
Theda Clark Memorial Hospital	Neenah	Hospital	1,000-1,099
Mercy Medical Center	Oshkosh	Hospital	900-949
Miles Kimball Co.	Oshkosh	Mail order company	850-899
Winnebago Mental Health Inst.	Oshkosh	Institutional care facility	650-699

MANUFACTURING — ANALYSIS

This is one of Wisconsin's more heavily industrialized counties. In recent years, the job trend has been almost consistently upward. This was not always the case a decade or two ago. In March of 1979 (latest available) employment in industry totaled an amazing 24,869. The big paper mills are predominant in the industrial mix, but there is still strength in metalworking, wood products, printing, and some other goods. The county is attracting small industries at a goodly rate, and the large, old companies are announcing sizable expansion programs.

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[n] U.S. Bureau of Census, *Census of Manufacturers*
[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)
[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 36,849	% of state	2.49
Per capita [r]	$ 279	State avg.	$ 320
Full value rate [s]	$ 21.63	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 1,936	% of state	2.63
Per capita [r]	$ 14,700	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$171,232	% of state	4.81

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 32,116	2.87
Corporate income	$ 8,899	3.36
Sales and use	$ 20,211	2.86

State Shared Taxes	($1,000's)	% of state
Total	$ 8,171	2.69
State Aids		
Payment to school districts	$17,192	2.73
Health & social services (co. govt. only)	$ 8,972	2.09
Transportation	$ 2,139	1.77

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Winneconne, vil.	1,611	2,024	25.6
Menasha, city	14,836	15,010	1.2
Neenah, city	22,902	23,571	2.9

	1970	1978 [t]	% Change 1970-78
Omro, city	2,341	2,779	18.7
Oshkosh, city	53,082	50,259	-5.3

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co.	4,328	% of state	3.16

Valuation per unit, 1978:

$ 38,479	Median county	$36,251

Average purchase price, single family home, 1978: [v]

$ 39,643	Median county	$30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	679	130,390	3.67
Manufacturing	154	49,111	5.21
Commercial	171	25,437	3.28
Amusement & recreation	23	5,665	4.79
Hotels, motels, etc.	4	499	1.00

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 369,900; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 169,606; **Total number of lakes** 30; **Lakes with public access** 7

Total public land designated for recreation use 5,843 acres: **Federal-** 0 acres; **State-** 4,931 acres; **County-** 32 acres; **Other public areas** [y] 880 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 4, 62; **Canoe pick-up services** 0

Swimming [z] 11 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 9 eighteen hole, 0 nine hole

Camping (developed & primitive) [z] 545 sites

Major hiking trails 0 miles

Bicycling trails 16 miles

Snowmobiling trails open to public use 10 miles

Downhill skiing [z] 0 areas, 0 runs

Cross country skiing [z] 0 areas, 0 miles

Hunting 4,415 acres

OF SPECIAL INTEREST Lake Winnebago, Overton Archeological District, Paine Art Center and Arboretum, Public Museum

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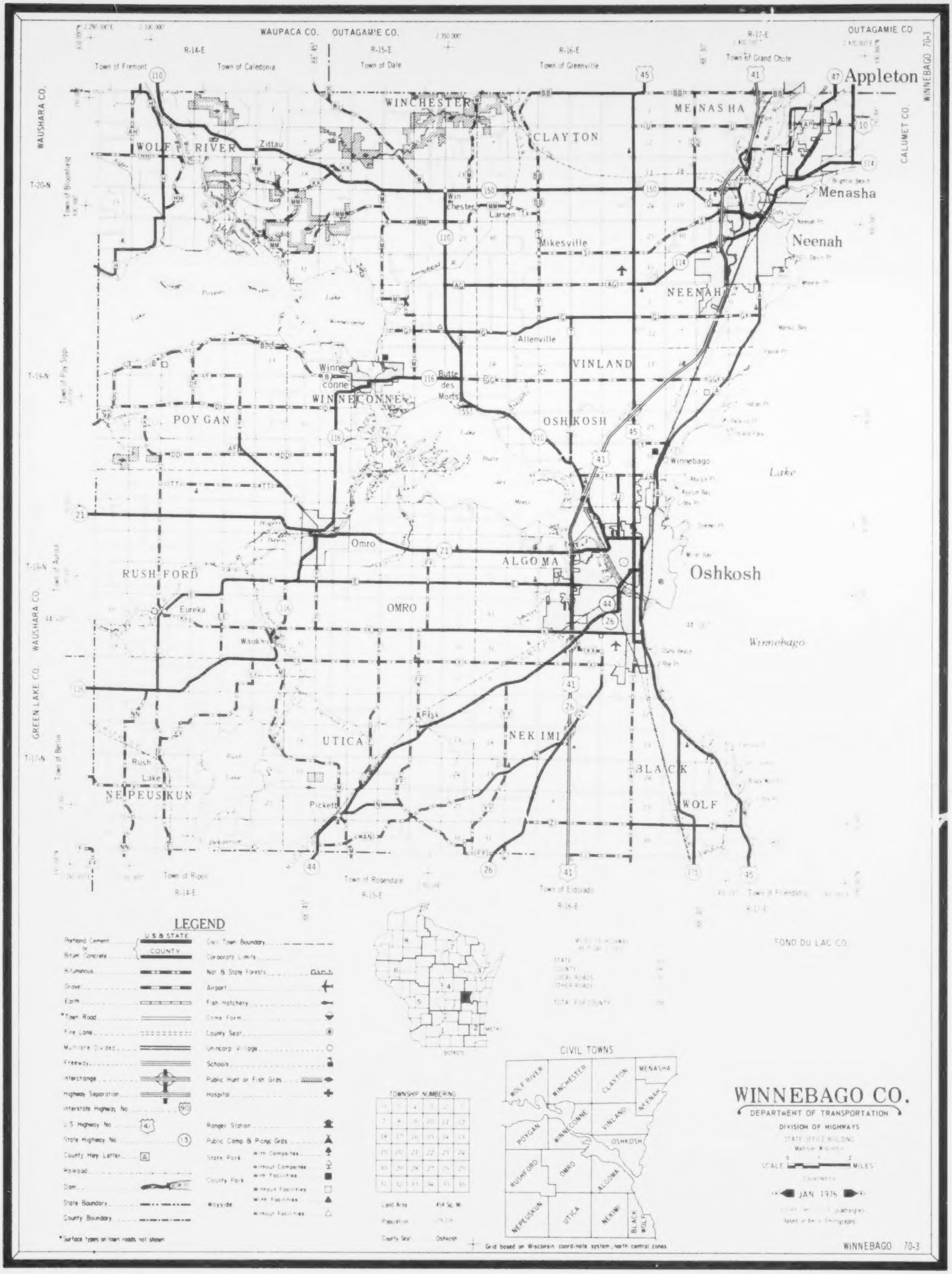
[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


WINNEBAGO CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
STATE OFFICE BUILDING
Madison, Wisconsin
SCALE 0 1 2 MILES
JAN 1976
Based on Aerial Photographs
WINNEBAGO 70-3
WAUPACA CO.
OUTAGAMIE CO.
WAUSHARA CO.
CALUMET CO.
GREEN LAKE CO.
FOND DU LAC CO.
R-14-E
R-15-E
R-16-E
R-17-E
T-20-N
T-19-N
T-18-N
T-17-N
Town of Fremont
Town of Caledonia
Town of Dale
Town of Greenville
Town of Grand Chute
Town of Bloomfield
Town of Poy Sippi
Town of Aurora
Town of Berlin
Town of Ripon
Town of Rosendale
Town of Eldorado
Town of Friendship
Appleton
Menasha
Neenah
Oshkosh
Winnebago
Lake
Winnebago
WOLF RIVER
WINCHESTER
CLAYTON
MENASHA
NEENAH
VINLAND
WINNECONNE
POYGAN
OSHKOSH
ALGOMA
RUSHFORD
OMRO
UTICA
NEKIMI
NEPEUSKUN
BLACK WOLF
Zittau
Winchester
Larsen
Mikesville
Allenville
Winneconne
Butte des Morts
Omro
Eureka
Waukau
Rush Lake
Fisk
Pickett
LEGEND
Portland Cement or Bitum. Concrete
U.S. & STATE
COUNTY
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt or Fish Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
with Campsites
without Campsites
County Park
with Facilities
without Facilities
Wayside
with Facilities
without Facilities
*Surface types on town roads not shown
TOWNSHIP NUMBERING
Land Area
454 Sq. Mi.
Population
County Seat
Oshkosh
CIVIL TOWNS
Grid based on Wisconsin coordinate system, north central zones

6

58703 58690

WOOD COUNTY
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

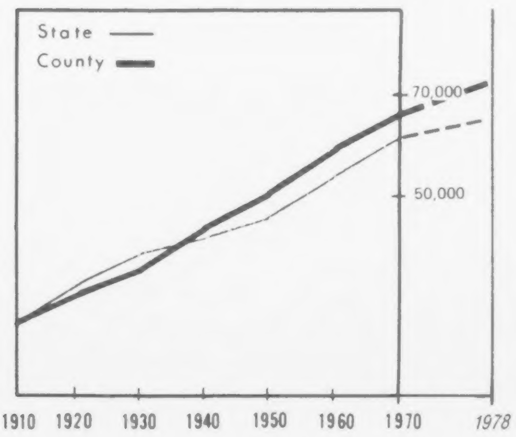
WOOD

This seems to be the kind of county that has steady growth. The papermaking plants are at the center of the economy, but woodworking and metalworking are big supplements. Incomes are about at the state average. With its neighbors, Portage and Marathon, joining in, this area is flexing its muscles.

POPULATION

1978 population [a]	71,622	% of state	1.54
1970 population [b]	65,362	% of state	1.48
1970-78 change (%)	9.6	State change	5.3 %
Net migration, 1960-70	2,753 out-		
Density, 1978	88.2 per sq. mi.;	State average	85.1

COMPARATIVE POPULATION CHANGE



AGE COMPOSITION, 1970

Ages:	Male	Female	% Distribution Male Co.	Male Wis.	Female Co.	Female Wis.
Under 18	13,200	12,511	41	37	37	34
18-44	9,794	10,599	31	33	32	34
45-64	6,175	6,534	19	20	20	20
65 & over	2,953	3,596	9	10	11	12
Total	32,122	33,240	100 %		100 %	

Median age 26.1; State median 27.2

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[a] Wis. Dept of Administration, *Official Pop. Estimates.*

[b] U.S., *1970 Census of Population.*

INCOME

FAMILY INCOME (1970 census)

Median: County $ 9,733; State $ 10,068

Income Groups:	County %	State %
Under $4,000	13	13
$10,000 & over	48	51

PERSONAL INCOME, 1977 [c]

Total ($1,000's) $ 416,301; % of state 1.50

Per capita $ 6,860; State average $ 6,864

Three largest income sources, 1977 ($1,000's):

Manufacturing	$ 183,403
Services	$ 66,980
Retail trade	$ 41,268

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Local Area Personal Income.*

EMPLOYMENT

(W=withheld)

EMPLOYEES COVERED BY U.C., Third Quarter, 1978 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	29,866	$ 241	1,411
Major Groups:			
Construction	1,321	$ 267	198
Manufacturing	11,147	$ 325	103
Transp., Util.	1,401	$ 272	87
Wholesale trade	1,396	$ 234	95
Retail trade	5,068	$ 135	446
Finance, Ins., etc.	689	$ 178	104
Services	5,732	$ 200	297
Government	2,898	$ 174	56

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1977	1977 % Distr. Co.	Wis.
Farm Proprietors	1,653	1,569	4.3	4.9
Nonfarm Proprietors	1,837	2,107	5.8	6.2
Wage & Salary Employment (major groups):				
Farm	615	778	2.1	2.1
Construction	1,071	1,247	3.4	3.4
Manufacturing	9,529	10,855	29.7	24.9
Transp., Util.	1,201	1,479	4.0	3.9
Wholesale trade	1,228	1,381	3.8	4.1
Retail trade	3,993	5,122	14.0	14.8
Finance, Ins., etc.	408	622	1.7	3.8
Services	5,173	6,590	18.0	15.9
Government	4,346	4,763	13.0	15.5
Total (Employment)	31,131	36,573	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*

[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	1,500	260,400
1977	1,500	261,100

% of land in farms, 1978	51	State 54%
Avg. size of farms, 1978	174 ac.	State avg. 196 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	82 ac.	State avg. 107 ac
Farm sales, $ per acre, land continuing in agric. (1977)	$ 599	State avg. $ 737

CASH RECEIPTS, 1977

Avg. per farm	$ 25,480	State avg. $ 32,493
Total ($1,000's)	$ 38,729	% of state 1.2

Major Groups	($1,000's)	% of State
Dairy products	$25,554	1.4
Meat animals	$ 4,951	1.0
Poultry & eggs	$ 187	0.2
Field crops	$ 2,186	0.8
All vegetables	$ 402	0.2
Specialty crops	$ 5,023	4.2

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres) 217,600

% of land area 42 State 43 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	incl. w/other sftwoods		725
Other softwoods	25,739	49,163	12
Oak	25,580	59,207	1,167
Maple (hard)	3,887	10,040	155
Aspen	21,362	14,041	1,157
Other hardwoods	30,564	52,805	822

[i] North Central Forest Experiment Station, 1968, in cooperation with Wisconsin Department of Natural Resources.

[j] U.S.D.A. Forest Service, *Resource Bulletin*, NC-31.

MINERALS [k]

Kinds quarried, processed (1977):

Stone, sand & gravel

Value of product $ withheld % of state —

Employment covered by U.C., 1977 (an avg.) [l]

County 2 State 2,300

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating, *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page.

TRADE AND SERVICE [m]

(W=withheld)

RETAIL TRADE

No. of establishments: 1977	725	1972	768
Sales ($1,000's): 1977	$ 279,220	% of state	1.86
1972	$ 163,400	% of state	1.76
Sales per capita, 1977: Co.	$ 3,942	State avg.	$ 3,226

Sales by kind of business, 1977	($1,000's)	% of state
Lumber, hdw., garden supply, mobile homes	$ 13,862	1.41
Gen. merchandise	$ 34,111	1.77
Foods	$ 53,483	1.72
Automotive	$ 70,111	2.31
Gas stations	$ 17,916	1.43
Apparel	$ 13,794	2.45
Furnit., house equip.	$ 9,320	1.37
Eating & drinking places	$ 18,628	1.23
Drug stores	$ 5,999	1.57
Miscellaneous	$ 41,996	2.80

WHOLESALE TRADE

No. of establishments: 1977 107 1972 91

Sales ($1,000's): 1977 $ 177,183 % of state 0.90

1972 $ 119,193 % of state 1.10

SERVICE INDUSTRIES

No. of establishments: 1977 523

Total receipts, 1977 ($1,000's) $ 30,534 % of state 1.20

Hotel, motels, recreation camps

No. of establishments: 1977 38 1972 31

Receipts: ($1,000's) 1977 $ 5,221 % of state 1.89

1972 $ 2,402 % of state 1.40

Amusements, recreation services

No. of establishments: 1977 58 1972 56

Receipts: ($1,000's) 1977 $ 3,699 % of state 1.36

1972 $ 2,403 % of state 1.36

[m] U.S., Bureau of the Census

WOOD COUNTY — A DESCRIPTION

Wood County has been showing population increases throughout this century. It has been a steady growth, resulting from an expanding economic base. The current estimate on page 1 implies heavy in-migration since 1970. The figure seems surprisingly high. Yet, the housing data show that a goodly number of new dwellings are being built.

Wood County was created from Portage County in 1856, but it is said that settlements go back to 1827, when shingles were cut in the region. Valuable pine timber attracted settlers to the southern part. German immigrants, largely Bavarians, were significant in the growth of the Marshfield area, around 1880. Lumber mills grew into large industries, but when the lumber industry was waning, paper mills were erected to take advantage of waterpower sites developed in the sawmill days. The Wisconsin River flows through the southeastern corner of the county, and as it descends here from the northern highlands to the central Wisconsin sandy plains, the drop in elevation provides the power potential that has made this an industrial area.

About 42 percent of the land area is in some type of woodland. Oak and various softwoods are the leading forest types. Industry relies heavily on logs and pulpwood from elsewhere in Wisconsin and from other states.

Manufacturing provides employment for about 30 percent of the persons working in the county, as compared with a state average of 25 percent. There are over 5,000 workers in the paper-making industry. This type of employment is very stable over the years. Investments in new plants and machinery have been very large. Coated papers and bond paper are major products of local firms. Other major industries are lumber products, heating and cooking equipment, mobile homes (strikingly strong in this area), and shoes. Metals industries and machinery are growing in importance. There is some in-commuting of workers from adjoining counties to fill the jobs available in Wood County.

Agriculture and forestry provide only 6 to 7 percent of the jobs now. Acreage in farms was once much larger than now. The current figure is 51 percent of all land area. At the same time, average farm size has increased and is now over a quarter section. Cropland per farm is modest, and average income from farming is rather small. This is often part-time work.

The northern part of Wood County has heavier soils and more rolling topography than the southern part, which has flat, swampy areas, and more or less sandy soils. Dairying is characteristic of agriculture in the northern section, while specialty crops such as cranberries and vegetables are raised in parts of the southern section. The county is known as the state leader in cranberry production. Nonetheless, farm incomes are well below the state average, with dairying the major source of income.

Population density, 88 inhabitants per square mile, indicates some degree of urbanization. Few counties outside of southeastern Wisconsin have such sizable cities as Wisconsin Rapids and Marshfield.

In the 1950's Wood County gained population more rapidly than any other county outside of southeastern Wisconsin. The 1950-60 change was 17 percent, compared with a statewide gain of about 15 percent. Yet, about 2,100 more people left the county in the 1950's than moved in, so growth of jobs evidently fell behind needs. This has been an area with high birth rates. Out-migration was even higher in the 1960's. It appears as if population is growing considerably in the 1970's; in-migration of some 2,000 (net) is indicated.

Incomes are relatively high for a county outside the southeastern metropolitan region. Manufacturing wages are relatively high. Median family income at $9,733 in 1969 was below the state figure. In 1977 the county obtained about 1.50 percent of the state's personal income, for 1.54 percent of its people.

Retail sales are strong. The per capita figure is far above the state average. The gift cheese company is a big factor. Apparel is also strong. The trend for hotels, motels, etc. was upward from 1972 to 1977.

Wood is nearly centrally located in Wisconsin. The county seat, Wisconsin Rapids, is about 108 miles north of Madison, and 187 miles east of the Twin Cities. Railroad service is provided by the Soo Line, the Green Bay and Western, the Chicago & North Western, and the Milwaukee Road. The county has major trucking operations.

Commuter flights are available at Wisconsin Rapids and Marshfield.

MANUFACTURING

	1977[n]	1972[n]	1967[n]
No. of estab.	122	120	107
Employees (1,000's)	11.4	10.2	10.2
% of state	2.10	2.04	1.99
Total payroll ($ millions)	$ 175.3	$ 108.5	$ 71.5
% of state	2.37	2.30	2.00
Avg. earnings/hr., prod. workers	$ 6.79	$ 4.41	$ 3.05
State avg.	$ 6.31	$ 4.25	$ 3.09
Value added, mfg. ($ millions)	$ 343.9	$ 178.6	$ 123.0
% of state	2.05	1.89	1.75
New mfg. capital expenditures ($ millions)	$ 42.7	$ 13.8	$ 41.0
% of state	3.59	2.58	8.09
Value of shipments ($ millions)	$ 900.2	$ 413.2	$ 259.5
% of state	2.30	1.94	1.68

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1978[o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	10	3	3	0	0
Textiles, apparel, leather	0	1	0	1	0
Wood products, furniture	1	1	1	0	0
Paper, paper prods.	1	2	1	1	6
Chemicals, petrol., rubber & plastics	1	0	1	1	0
Metalworking, mach., transport. equip.	8	5	2	1	2
Printing & publishing	14	2	3	0	0
All other types	10	1	0	0	0

Factory jobs per 1,000 population, June, 1978

County 156 State avg. 124

TEN LARGEST MANUFACTURING EMPLOYERS[p]

Name	Location	Product or Business	Employment
Consolidated Papers, Inc.	Wisconsin Rapids	Pulp and paper products	3,200-3,299
Nekoosa Papers, Inc.	Port Edwards & Nekoosa	Paper products, writing and printing	2,400-2,499
Weyerhaeuser Co.	Marshfield	Doors, other wood products, particleboard	900-949
Preway, Inc.	Wisconsin Rapids	Heating equipment, fireplaces, etc.	750-799
Wick Building Systems, Inc.	Marshfield	Mobile homes	450-499
Consoweld Corp.	Wisconsin Rapids	Decorative laminated surfacings	300-349
Felker Brothers Mfg. Co.	Marshfield	Stainless tanks, special fabrication	300-349
Rollohome Corp.	Marshfield	Mobile homes, prefabs	200-249
Weinbrenner Shoe Co.	Marshfield	Shoes	200-249
Marshfield Canning Co.	Marshfield	Canned vegetables (seasonal)	100-149

FIVE LARGEST NONMANUFACTURING EMPLOYERS, EXCEPT PUBLIC SCHOOLS & PUBLIC ADMINISTRATION[p]

Name	Location	Type of Business	Employment
St. Joseph's Hospital	Marshfield	Hospital	1,400-1,499
Marshfield Clinic	Marshfield	Medical clinic	1,200-1,299
Riverview Hospital	Wisconsin Rapids	Hospital	400-449
Figi's Inc.	Marshfield	Cheese gift packages	250-299
UW-Wood County	Marshfield	Two-year campus	150-199

MANUFACTURING — ANALYSIS

Employment has been unusually stable in this county for many years. There has been job growth. The March 1979 (latest period available) figure was about 10,340. (This was several hundred below 1978.) The big paper mills are in the Wisconsin Rapids area, whereas Marshfield has woodworking and considerable metalworking. Some of the cheese companies are well known throughout this region. Recent plant expansion reports indicate only modest building in the area. Occasionally, the big paper companies undertake large projects.

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[n] U.S. Bureau of Census, *Census of Manufacturers*
[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)
[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978.

GOVERNMENT FINANCE [q]
1977

Property Taxes Levied (Effective)			
Total ($1,000's)	$ 19,257	% of state	1.30
Per capita [r]	$ 272	State avg.	$ 320
Full value rate [s]	$ 21.80	State avg.	$ 22.31
Property Assessment—full value			
Total ($ millions)	$ 994	% of state	1.35
Per capita [r]	$ 14,000	State avg.	$ 15,900
Manufacturing real estate ($1,000's)	$ 72,618	% of state	2.04

Major State Taxes Collected	($1,000's)	% of state
Personal income	$ 16,783	1.50
Corporate income	$ 4,491	1.70
Sales and use	$ 10,688	1.51

State Shared Taxes	($1,000's)	% of state
Total	$ 4,381	1.44
State Aids		
Payment to school districts	$10,377	1.65
Health & social services (co. govt. only)	$ 6,015	1.40
Transportation	$ 1,915	1.58

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

[s] Per $1,000 of value, real estate full value rate.

POPULATION OF INCORPORATED PLACES

	1970	1978 [t]	% Change 1970-78
Auburndale, vil.	468	636	35.9
Biron, vil.	771	748	-3.0
Hewitt, vil.	Un.	361	—
Milladore, vil.	229	259	13.1
Port Edwards, vil.	2,126	2,174	2.3
Rudolph, vil.	349	469	34.4

	1970	1978 [t]	% Change 1970-78
Vesper, vil.	355	480	35.2
Marshfield city*	15,619	17,488	12.0
Nekoosa, city	2,409	2,563	6.4
Pittsville, city	708	833	17.7
Wisconsin Rapids, city	18,587	18,361	-1.2

*Total—part in adjoining county

[t] Official estimates, DOA

HOUSING [u]

New housing units authorized by building permits, 1975-78

Co. 2,378 % of state 1.74

Valuation per unit, 1978:

$ 38,477 Median county $36,251

Average purchase price, single family home, 1978: [v]

$ 34,291 Median county $30,138

[u] Bureau of the Census

[v] Wis. Dept. of Revenue

CONSTRUCTION [w]

Building plans approved, 1973-78: (last five fiscal years)

	No. of plans	Volume (1,000 cu. ft.)	% of state
Total (all categories)	442	79,691	2.24
Manufacturing	91	20,946	2.22
Commercial	149	18,539	2.39
Amusement & recreation	15	1,650	1.39
Hotels, motels, etc.	9	1,586	3.19

[w] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [x]

Total acreage 521,600; **Great Lakes/Mississippi shoreline** 0 miles.

Acreage of named lakes 4,338; **Total number of lakes** 79; **Lakes with public access** 8

Total public land designated for recreation use 55,191 acres: **Federal**- 2,312 acres; **State**- 13,758 acres; **County**- 37,675 acres; **Other public areas** [y] 1,446 acres

WATER RELATED RECREATION AREAS - FACILITIES

Canoe trails (no., mi.) 1, 14; **Canoe pick-up services** 1

Swimming [z] 9 areas

Fishing: Sample of fish caught—Panfish, bass, walleye, northern

LAND RELATED RECREATION AREAS - FACILITIES

Golfing [z] 2 eighteen hole, 5 nine hole

Camping (developed & primitive) [z] 699 sites

Major hiking trails 0 miles

Bicycling trails 0 miles

Snowmobiling trails open to public use 84 miles

Downhill skiing [z] 1 areas, 4 runs

Cross country skiing [z] 4 areas, 37 miles

Hunting 62,689 acres

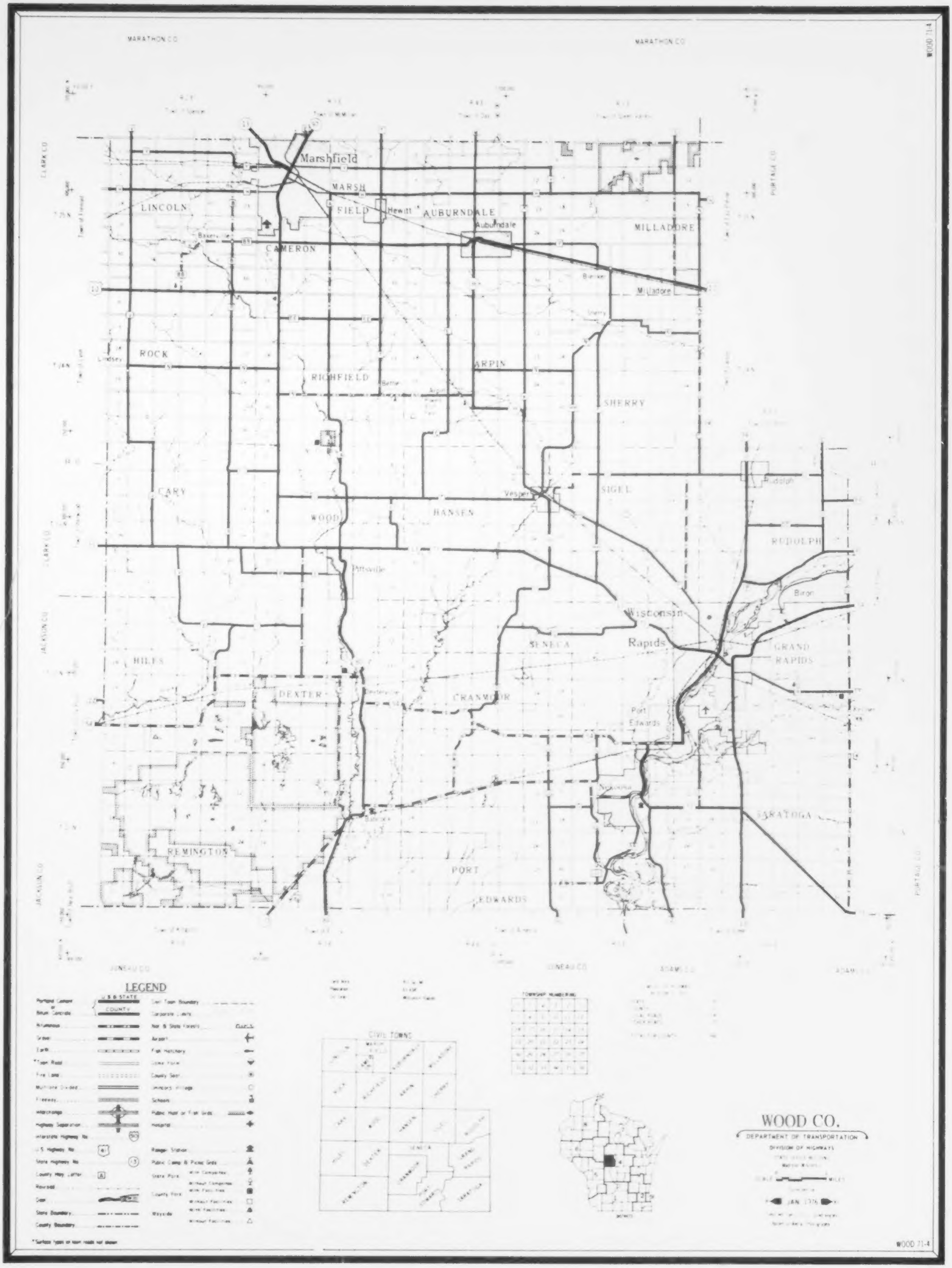
OF SPECIAL INTEREST

Central Wisconsin Conservation Area, Wisconsin River Water Trail

[x] Courtesy of Bureau of Planning, DNR.

[y] Includes local parks, school forests and quasi-public areas.

[z] Private as well as publicly owned areas.


WOOD 71-4
MARATHON CO.
MARATHON CO.
CLARK CO.
JACKSON CO.
PORTAGE CO.
JUNEAU CO.
ADAMS CO.
Marshfield
MARSH
FIELD
Hewitt
LINCOLN
AUBURNDALE
Auburndale
MILLADORE
Milladore
Bakerville
CAMERON
Blenker
Sherry
Lindsey
ROCK
RICHFIELD
Bethel
ARPIN
SHERRY
CARY
WOOD
HANSEN
Vesper
SIGEL
Rudolph
RUDOLPH
Pittsville
Biron
Wisconsin
Rapids
SENECA
GRAND
RAPIDS
HILES
DEXTER
CRANMOOR
Port
Edwards
Nekoosa
Babcock
SARATOGA
REMINGTON
PORT
EDWARDS
LEGEND
U.S. & STATE
COUNTY
Portland Cement or Bitum. Concrete
Bituminous
Gravel
Earth
*Town Road
Fire Lane
Multilane Divided
Freeway
Interchange
Highway Separation
Interstate Highway No.
U.S. Highway No.
State Highway No.
County Hwy. Letter
Railroad
Dam
State Boundary
County Boundary
Civil Town Boundary
Corporate Limits
Nat. & State Forests
Airport
Fish Hatchery
Game Farm
County Seat
Unincorp. Village
Schools
Public Hunt. or Fish. Grds.
Hospital
Ranger Station
Public Camp & Picnic Grds.
State Park
With Campsites
Without Campsites
County Park
With Facilities
Without Facilities
Wayside
With Facilities
Without Facilities
*Surface types on town roads not shown
CIVIL TOWNS
TOWNSHIP NUMBERING
WOOD CO.
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
SCALE
MILES
JAN. 1976
WOOD 71-4

6

S 8670 -

WISCONSIN
ECONOMIC PROFILE

DEPARTMENT OF BUSINESS DEVELOPMENT • 123 WEST WASHINGTON AVENUE • MADISON, WISCONSIN 53702

RANKING OF WISCONSIN AMONG 50 STATES

26th in TOTAL AREA	56,154 square miles
11th in INLAND WATER SURFACE	1,690 square miles
16th in TOTAL POPULATION (1978)	4,679,000
15th in PERSONAL INCOME (1978)	$35,241,000,000
12th in MFG EMPLOYMENT (1977)	541,700
13th in CAPITAL EXPEND. FOR MFG. (1977)	$1,189,200,000
11th in VALUE ADDED BY MFG. (1977)	$16,761,500,000
12th in VALUE OF MFG SHIPMENTS (1977)	$39,060,000,000
8th in AGRICULTURAL RECEIPTS (1978)	$3,644,000,000
9th in TRAVEL DESTINATION (1977)	18,225,000 person trips

POPULATION[a]

1979 population	4,720,000	% of U.S.	2.14
1970 population [b]	4,417,821	% of U.S.	2.17
1970-79 % change	6.8%	U.S.	8.3 %
Net migration, 1970-79	52,000 in-		
Density, 1979	86.3 per sq. mi.;	U.S. average	62.2

AGE COMPOSITION, 1970[b]

Ages:	Male	Female	% Distribution Male		% Distribution Female	
			Wis.	U.S.	Wis.	U.S.
Under 18	808,937	774,706	37	36	34	33
18-44	724,604	756,761	33	35	34	35
45-64	427,604	452,729	20	20	20	21
65 & over	206,703	266,162	10	9	12	11
Total	2,167,373	2,250,358				

Median age 27.4; U.S. median 28.3

[a] Bureau of the Census, *Current Population Estimates.*
[b] *1970 Census of Population.*

INCOME[c]

MEDIAN FAMILY INCOME, 1977

State $ 20,109; U.S. $ 18,723

PERSONAL INCOME, 1978

Total ($1,000's) $35,241,000; % of U.S. 2.06

Per capita $ 7,532; U.S. average $ 7,836

Three largest income sources, 1978 ($1,000's):

Manufacturing	$8,521,524
Services	$3,610,800
Government	$3,472,391

[c] U.S. Dept. of Commerce, Bureau of Economic Analysis.

EMPLOYMENT

EMPLOYEES COVERED BY U.C., Third Quarter, 1979 [d]

	Employees (Sept.)	Average Weekly Wages	Number of Establish-ments
Total	1,942,150	$ 240	100,776
Major Groups:			
Construction	90,383	$ 336	13,175
Manufacturing	602,036	$ 302	8,408
Transp., Util.	82,692	$ 315	4,378
Wholesale trade	98,504	$ 294	8,918
Retail trade	350,256	$ 134	28,151
Finance, Ins., etc.	91,591	$ 230	7,910
Services	329,761	$ 185	24,828
Government	279,640	$ 238	3,375

EMPLOYMENT BY PLACE OF WORK [e]

	1971	1978	1978 % Distr. Wi	U.S.
Farm Proprietors	106,909	103,253	4.6	2.7
Nonfarm Proprietors	127,246	142,565	6.4	6.4
Wage & Salary Employment (major groups):				
Farm	46,000	48,700	2.2	1.3
Construction	64,843	78,434	3.5	4.2
Manufacturing	522,461	568,910	25.4	20.1
Transp., Util.	81,418	87,420	3.9	4.8
Wholesale trade	86,083	93,139	4.2	4.9
Retail trade	299,809	332,878	14.9	14.3
Finance, Ins., etc.	79,101	88,065	3.9	4.7
Services	322,219	365,278	16.3	17.7
Government	334,998	323,618	14.4	17.7
Total (Employment)	2,078,696	2,240,886	—	—

[d] Wis. Dept. of Industry, Labor and Human Relations, *Employment & Wages.*
[e] U.S. Dept. of Commerce, Bureau of Economic Analysis, *Employment by Type and Broad Industrial Sources.*

RESOURCES

AGRICULTURE [f]

FARMLAND

	Number of Farms [g]	Land in Farms (acres)
1978	96,000	18,800,000
1977	97,000	18,900,000

% of land in farms, 1978	54	U.S. 55%
Avg. size of farms, 1978	196 ac.	U.S. avg. 444 ac.
Avg. cropland harvested per farm reporting any, 1974 [h]	107 ac.	U.S. avg. 155 ac.
Avg. value per acre, land and bldgs, 1979	$ 807	U.S. avg. $ 559

CASH RECEIPTS, 1978

Avg. per farm	$ 37,958	U.S. avg. $ 48,132
Total (millions)	$ 3,644	% of U.S. 3.19

Major Groups	($1,000's)	% of U.S.
Dairy products	$ 2,128	16.72
Meat animals	$ 659	1.76
Poultry & eggs	$ 132	1.62
Field crops	$ 358	1.03
All vegetables	$ 171	2.81
Specialty crops	$ 138	NA

[f] Economics, Statistics & Cooperative Service, U.S. and Wisconsin Departments of Agriculture, cooperating.

[g] Sales of $1,000 or more for the year.

[h] *U.S. Census of Agriculture.*

FORESTRY [i]

Area in forest (acres)	14,478,000	
% of land area	42%	U.S. 22 %

Major species:	Growing Stock (1,000 cu/ft)	Sawlogs (1,000 bd/ft)	1973 [j] Timber Removals (1,000 cu/ft)
Pine	1,454,700	4,701,200	24,254
Other softwoods	1,885,400	4,481,500	11,135
Oak	1,985,400	5,730,700	26,026
Maple (hard)	1,027,700	2,518,000	15,006
Aspen	2,300,100	2,551,000	77,637
Other hardwoods	3,912,400	7,301,200	44,314

[i] U.S.D.A. Forest Service, *Forest Statistics of the U.S., 1977*

[j] U.S.D.A. Forest Service, *Resource Bulletin, NC-31*

MINERALS [k]

Kinds quarried, processed (1977):

Sand & gravel, stone (incl. granite, limestone, sandstone), iron ore, lime, zinc, cement, lead

Value of product	$135,402,000	% of U.S.	0.18

Employment covered by Unemployment Compensation [l]

Annual average	2,300	% of U.S.	0.28

[k] Wis. Geological and Natural History Survey and U.S. Bureau of Mines, cooperating. *The Mineral Industry in Wisconsin.*

[l] See Employment section, preceding page

TRADE AND SERVICE [m]

RETAIL TRADE

No. of establishments: 1977	42,819	1972	46,121
Sales (millions): 1977	$14,930	% of U.S	2.06
1972	$ 9,290	% of U.S.	1.97
Sales per capita, 1977: State	$ 3,226	U.S. avg.	$ 3,353

Sales by kind of business, 1977	(millions)	% of U.S.
Lumber, hdw., garden supply, mobile homes	$ 985	2.53
Gen. merchandise	$ 1,927	2.05
Foods	$ 3,084	1.95
Automotive	$ 3,033	2.02
Gas stations	$ 1,250	2.21
Apparel	$ 560	1.57
Furnit., house equip.	$ 682	2.06
Eating & drinking places	$ 1,524	2.41
Drug stores	$ 382	1.65
Miscellaneous	$ 1,502	2.12

WHOLESALE TRADE

No. of establishments: 1977	7,874	1972	8,233
Sales (millions): 1977	$19,648	% of U.S.	1.56
1972	$10,385	% of U.S.	1.52

SERVICE INDUSTRIES

No. of establishments: 1977	35,435		
Total receipts, 1977 (millions)	$ 2,579	% of U.S.	1.44
Hotel, motels, recreation camps			
No. of establishments: 1977	2,556	1972	2,858
Receipts: (millions) 1977	$ 276	% of U.S.	1.50
1972	$ 172	% of U.S.	1.62
Amusements, recreation services			
No. of establishments: 1977	3,892	1972	3,416
Receipts: (miliions) 1977	$ 272	% of U.S.	1.29
1972	$ 176	% of U.S.	2.04

[m] U.S., Bureau of the Census

WISCONSIN — A BRIEF ECONOMIC DESCRIPTION

Wisconsin enjoys a stable economy. This stability is based upon a mature yet expanding manufacturing sector, a strong agricultural capability, and an important tourist and recreation industry.

One of the East North Central States, Wisconsin is strategically located in close proximity to both domestic and Canadian markets. Approximately 31 percent of the nations's population is within a 500 mile radius of Madison, the capital.

The state's population has grown faster in the period between 1970 and 1979 than any other state in the industrialized midwest. Among these states, Wisconsin is the only one which experienced net in-migration of over 50,000 (estimate). Wisconsin has a greater portion of its workers engaged in both agricultural and manufacturing activities than the nation as a whole, and employs comparatively fewer state and federal workers. Unemployment has remained consistently below the national average.

Manufacturing is the dominant sector in Wisconsin's economy, providing 25 percent of all employment, and shipments estimated at more than $39 billion (1977) — almost 3 percent of the U.S. total. Foreign exports of manufactured goods are valued at over $2.2 billion (1977). Manufacturing provides over 500,000 jobs in Wisconsin. Between 1967 and 1977 manufacturing jobs grew faster in Wisconsin than in the U.S. as a whole and far outpaced the North Central states.

Evolution of the state's large manufacturing sector began in the 19th century in response to the growing needs in Midwestern forestry, mining and agriculture. Milwaukee emerged as a major center for the production of nonelectrical machinery. Today, this is the largest manufacturing industry in Wisconsin. The state leads the nation in production of small-horsepower gasoline engines, power cranes, shovel hoists, mining machinery and other types of industrial equipment. Other industry groups that have grown to prominence include electrical machinery and equipment, transportation equipment, fabricated metals, primary metals, paper and allied products, and food processing. Manufacturing activity is concentrated largely in the southeastern and east-central areas of the state. Machinery production is centered in Milwaukee, Waukesha, and Racine counties. Paper is the principal product of the region known as the Fox Valley in the upper part of this area.

Agriculture is a major component of Wisconsin's economy. It accounted for $3.6 billion in cash receipts from farm marketing in 1978.

Dairy products provide almost 60 percent of the income received by state farmers. Long known as "America's Dairyland," Wisconsin is the national leader in the production of milk, cheese, and many dry and condensed milk products. A second source of income, roughly 22 percent, is from the sale of cattle, calves, hogs, eggs, other livestock and poultry. Wisconsin has a sizable meat processing and packing industry. The third source of farm income is cash crops—including vegetables for processing. The state usually leads the nation in the production of sweet corn, green peas, snapbeans and beets, and is second in lima beans, cabbage for kraut, and cranberries. The state is also a large producer of cucumbers for pickles, and potatoes. An important development in recent years has been the increase in vegetable crops grown in the sandy soil in the central region of the state. This has been brought about by increased use of irrigation. Wisconsin is now the national leader in acreage devoted to vegetables for processing.

Besides its industry and farms, Wisconsin is popular as a vacation land. Endowed with many lakes, streams, forests and places of natural beauty and historical interest, the state is ideal for recreation and tourism. With the growing popularity of skiing and snowmobiling, outdoor recreation is a year-round activity. Approximately 10 million people visit the state annually. In 1977 Wisconsin ranked ninth in the number of trips taken to a specific state, receiving 3.5% of all trips taken in the U.S. All types of recreation/travel, and leisure time activities contribute significantly to Wisconsin's economy, accounting for well over $4 billion in retail and service sales in 1976. This is nearly 10 percent of the state's sales in these categories.

Nearly 15 million acres, 43 percent of the state's land area, are classified as forest lands. These second growth woodlands, largely in the north, yield a variety of wood products. Wisconsin pulp and paper mills are the principal users of this resource. When grouped as a whole, forest-dependent industries—wood and wood products, furniture and fixtures, paper and allied products—are outranked in employment only by nonelectrical equipment manufacturers. Forest products industries are especially important to local communities in the northern counties.

The greater portion of mineral production is in sand, gravel and stone. In 1976, however, a massive sulphide deposit, estimated to be one of the ten largest in North America, was discovered in northeastern Wisconsin. The deposit contains large amounts of zinc and copper and lesser values of silver, gold and lead. This find and several other recent discoveries of copper and zinc are planned for development during the 1980's, and will contribute significantly to growth in Wisconsin's overall mineral output. Immense toconite reserves may be exploited in the future. One small plant is in operation.

All industry relies heavily on the availability of cost-efficient means of transportation. The state has a well engineered and well maintained highway system from its interstate freeways to its county trunk roads. It is served by several inter-state railroads which connect all Wisconsin production areas with national resource and product markets. Though 2,000 miles from the Atlantic Ocean, Wisconsin is linked to international markets via the St. Lawrence Seaway. Among the state's many ports are the major ports of Milwaukee on Lake Michigan and Duluth-Superior on Lake Superior. Mitchell Field at Milwaukee and Dane County Airport (Truax Field) at Madison are major airports. Service is available to most of the state's larger cities.

Though Wisconsin is well known for its manufactured and agricultural products, the majority—nearly 70 percent—of its total employment is in nonmanufacturing and nonfarm activities, similar to the national trend. The most rapid growth has occurred in services and trade. Wisconsin had a larger portion of the nation's retail and its wholesale trade in 1977 than in 1972. Moderate, but steady, growth has taken place in transportation, communication and public utilities and finance groups. Government employment at all levels has also increased, but at a rate slower in Wisconsin than the national average.

MANUFACTURING

	1977 [n]	1972 [n]	1967 [n]
No. of establishments	8,681	7,849	7,838
Employees (1,000's)	541.7	500.5	512.2
% of U.S.	2.78	2.78	2.77
Total payroll (millions)	$ 7,394.5	$ 4,722.3	$ 3,577.8
% of U.S.	2.81	2.95	2.90
Avg. earnings/hr., prod. workers	$ 6.31	$ 4.25	$ 3.09
U.S. avg.	$ 5.89	$ 3.95	$ 2.92
Value added, mfg. (millions)	$16,761.5	$ 9,443.3	$ 7,014.1
% of U.S.	2.88	2.67	2.68
New mfg. capital expenditures (millions)	$ 1,189.2	$ 535.3	$ 506.6
% of state	2.49	1.71	1.90
Value of shipments (millions)	$39,060.0	$21,245.5	$15,452.1
% of U.S.	2.88	3.17	2.88

NO. OF ESTABLISHMENTS, BY EMPLOYMENT SIZE, 1979 [o]

	Under 20	20-49	50-99	100-249	250 & over
Foods, beverages	647	212	115	70	46
Textiles, apparel, leather	150	50	34	49	23
Wood products, furniture	845	139	65	54	24
Paper, paper prods.	59	38	27	41	48
Chemicals, petrol., rubber & plastics	281	108	65	59	19
Metalworking, mach., transport. equip.	1,663	553	299	268	262
Printing & publishing	822	147	63	44	17
All other types	602	114	55	34	30
Total (above)	5,069	1,361	723	611	469

Factory jobs per 1,000 population, June, 1978

State 124 U.S. avg. 93

TEN LARGEST MANUFACTURING EMPLOYERS [p]

Name	Location (s)	Product or Business	Employment
General Motors Corp.	Janesville, Oak Creek, Milwaukee area	Autos, trucks, parts, computers and guidance systems	11,000-11,499
American Motors Corp.	Kenosha, Milwaukee, Coleman	Autos, parts	10,500-10,999
Briggs & Stratton Corp.	Milwaukee Area	Internal combustion engines, auto locks, keys	10,000-10,499
Allen-Bradley Co.	Milwaukee, Cedarburg, Richland Center	Electrical equipment, industrial controls	7,000- 7,499
J.I. Case Co.	Racine, Rothschild, Winneconne	Tractors, construction & farm mach.	6,500- 6,999
A.O. Smith Corp.	Milwaukee, Elkhorn	Auto frames, dies & tools, farm mach., research	6,500- 6,999
Allis-Chalmers Corp.	Milwaukee Area, Port Washington, Appleton	Tractors, pumps, mining machinery, electrical equipment	6,000- 6,499
Kohler Co.	Kohler	Plumbing fixtures & fittings, internal combustion engines, generators	5,500- 5,999
American Can Co.	Neenah, Menasha, Green Bay, Milwaukee, Ashland, Rothschild	Pulp, paper products, metal cans, packaging	5,500- 5,999
Ladish Corp.	Cudahy, Kenosha	Forgings & rings, valves, fittings	5,000- 5,499

FIVE LARGEST NONMANUFACTURING EMPLOYERS [p]

(Except Public Administration)

Name	Location (s)	Type of Business	Employment
University of Wisconsin-Madison (incl. Medical Center)	Madison	Education	15,000-15,999
Wisconsin Telephone Co.	Statewide	Utility	10,000-10,499
J.C. Penney Co.	Statewide	Department stores, mail order	8,000- 8,499
Sears Roebuck & Co.	Statewide	Department stores, mail order	6,500- 6,999
The Kohl Corp.	Statewide	Food stores	6,000- 6,499

MANUFACTURING — ANALYSIS

Manufacturing is the dominant component of Wisconsin's well diversified economy. It generates a quarter of the state's jobs and more than a third of the state's wage and salary income. Nearly two-thirds of Wisconsin's manufacturing workforce is engaged in durable goods production. Major industry groups in this classification include nonelectrical machinery, electrical machinery and equipment, fabricated metals, transportation equipment, and primary metals. Food and kindred products, and paper and allied products are the largest groups in the nondurable goods category. The composition of Wisconsin's manufacturing sector is the basis for its strength. It consists of a number of major producers of large and complex machinery and equipment. These are supported amply by numerous producers of castings, metal fabrications and machining services. Manufacturing activity is concentrated in an 18 county area in the east central and southeastern counties of the state. Location trends during the past decade indicate considerable development of manufacturing in the balance of the state's counties.

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[n] U.S. Bureau of Census, *Census of Manufacturers*

[o] Wis. Dept. of Industry, Labor & Human Relations (DILHR)

[p] Adapted from DILHR unemployment compensation data, 3rd Quarter, 1978. (Cyclical fluctuations in the economy may cause variations in these rankings.)

GOVERNMENT FINANCE [q]
1978

Property Taxes Levied (fiscal year)

Total (million)	$1,525.2	% of U.S.	2.3
Per capita	$ 328	U.S. avg.	$ 305
Full value rate [r]	$ 20.23		

Property Assessment—full value

Total (millions)	$84,150	Per capita	$ 18,088
Manufacturing real estate (millions)			$ 3,909

State Shared Taxes (1,000's)	$ 341,487	
State Aids		
Payment to school districts	$ 676,253	
Health & social services (co.)	$ 445,380	
Transportation	$ 118,402	
Major State Taxes	(1,000's)	% of U.S.
Personal income	$1,375,369	4.2
Corporate income	$ 327,427	2.7
Sales and use	$1,247,867	2.0

[q] Wis. Dept of Revenue, *Property Tax, Taxes, Aids and Shared Taxes,* and *Town, Village and City Taxes.*

[r] Per capita figures based on resident population only.

POPULATION OF 20 MAJOR PLACES [s]

	Jan. 1, 1979	% Change 1970-79
Milwaukee	613,192	-14.5
Madison	173,051	0.7
Racine	92,946	-2.3
Green Bay	89,918	2.4
Kenosha	80,775	2.5
West Allis	65,702	-8.3
Appleton	62,170	10.3
Wauwatosa	53,813	-8.3
Waukesha	52,770	32.9
Janesville	51,500	10.9
Oshkosh	50,231	-5.4
La Crosse	49,403	-1.8
Sheboygan	48,436	-0.1
Eau Claire	48,081	10.1
Fond du Lac	36,204	1.9
Brookfield	36,061	13.5
Beloit	34,711	-2.8
Wausau	33,342	1.6
Manitowoc	32,940	-1.5
Menomonee Falls	32,922	3.9

[s] Wis. Dept. of Administration, *Official Population Estimates*

HOUSING [t]

New housing units authorized by building permits, 1975-78:
State 136,724 — % of U.S. 2.4

Valuation per unit, 1978:
$ 36,251 — U.S. average $29,385

Average purchase price, single family home, 1978: [u]
$ 30,138 — U.S. average $ NA

[t] Bureau of the Census, *Authorized Construction*

[u] Wis. Dept. of Revenue

CONSTRUCTION [v]

Building plans approved, 1973-78:

	No. of plans	(1,000 cu. ft.)
Total (all categories)	20,977	3,553,156
Manufacturing	3,511	943,245
Commercial	5,634	776,288
Amusement & recreation	698	118,291
Hotels, motels, etc.	374	49,704

[v] Wis. Dept. of Industry, Labor & Human Relations

OUTDOOR RECREATION HIGHLIGHTS [w]

Total acreage 35,937,520. Great Lakes/Mississippi shoreline 820/230 miles.

Acreage of named lakes 930,974. Total number of lakes 14,927; Lakes with public access 2,784

Total public land designated for recreation use 5,253,082 acres. Federal- 1,666,387 acres; State- 1,064,897 acres; County- 2,300,186 acres; Other public areas [x] 221,612 acres

WATER RELATED RECREATION AREAS & FACILITIES

Canoe trails (no./mi.) 144/3,484; Canoe pick-up services 248

Swimming [y] 1,500 areas

Fishing: Sample of fish caught— bass, perch, panfish, walleye, trout, northern, salmon, muskellunge

Trout Streams (no./mi.) 2,189/8, 412; Smallmouth Bass (no./mi.) 213/3,516

LAND RELATED RECREATION AREAS & FACILITIES

Golfing [y] 141 eighteen hole, 200 nine hole

Camping [y] 49,201 sites

Major hiking trails 662 miles

Bicycling trails 2,245 miles

Snowmobiling trails open to public use 4,976 miles

Downhill skiing [y] 59 areas, 453 runs

Cross country skiing 75 areas, 845 miles

Hunting 5,801,116 acres

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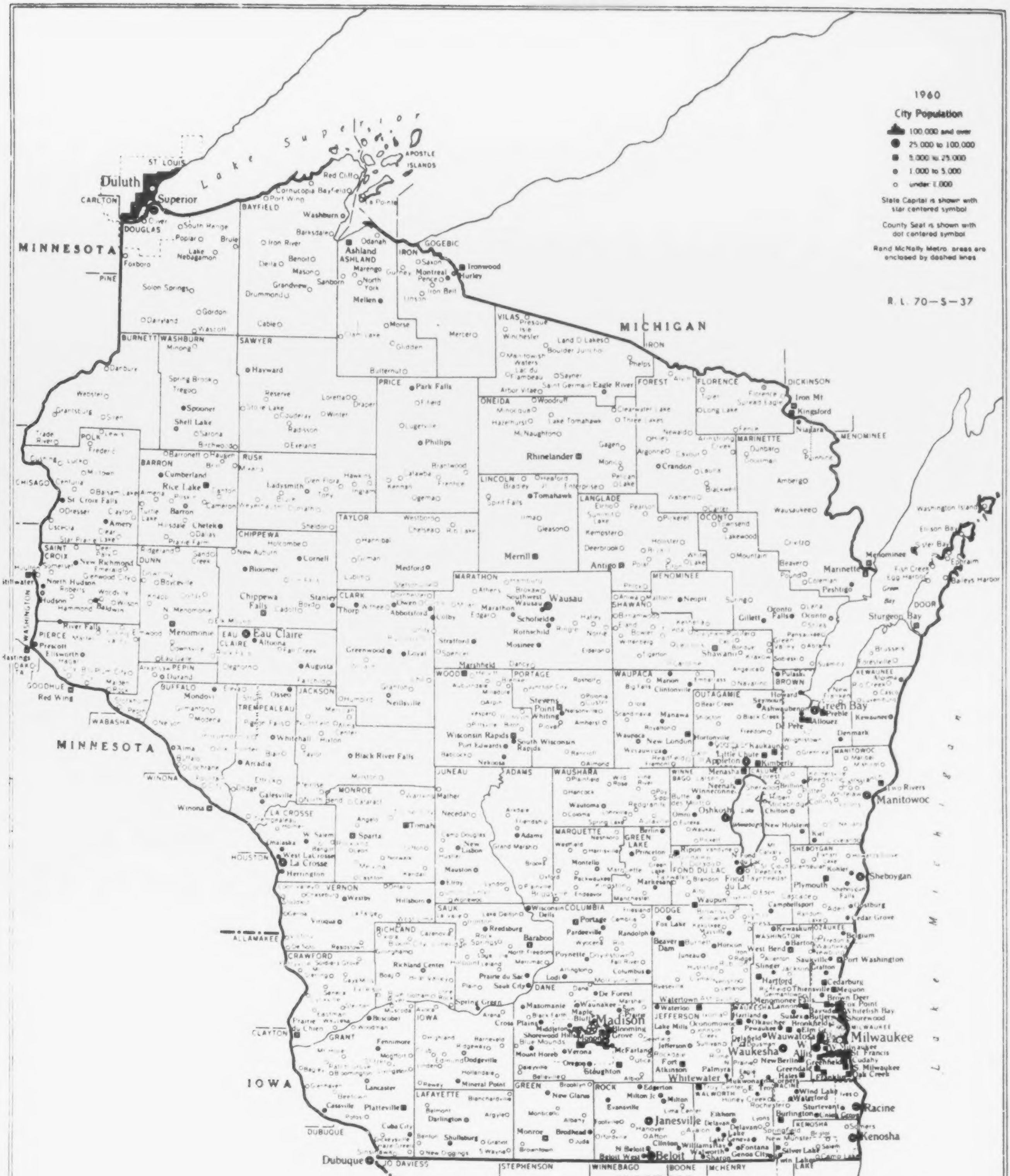
[w] Courtesy of Wis. Dept of Natural Resources, Bureau of Planning

[x] Includes local parks, school forests and quasi-public areas.

[y] Private and public areas.


1960
City Population
100,000 and over
25,000 to 100,000
5,000 to 25,000
1,000 to 5,000
under 1,000
State Capital is shown with star centered symbol
County Seat is shown with dot centered symbol
Rand McNally Metro areas are enclosed by dashed lines
R. L. 70—5—37
Lake Superior
APOSTLE ISLANDS
MINNESOTA
MICHIGAN
IOWA
ILLINOIS
Lake Michigan
Duluth
Superior
Ashland
Eau Claire
Wausau
La Crosse
Green Bay
Appleton
Oshkosh
Manitowoc
Sheboygan
Madison
Milwaukee
Waukesha
Racine
Kenosha
Janesville
Beloit
Dubuque
Freeport
Rockford
Waukegan
Chicago
SCALE IN MILES
0 5 10 20 30 40

Dept. of Business Development
123 West Washington Avenue
Madison, Wisconsin 53702

January 1978